CAPE BRETON HIGHLANDS

NATIONAL PARK

1978 PARK VISITOR SURVEYS

Parks Canada,
Atlantic Region,
1983.

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PREFACE

Administration

Survey Title: 1978 Cape Breton Highlands National Park Visitor Surveys

Sponsor: Parks Canada, Atlantic Region

Contact: Chief, Visitor Research
Policy Planning and Research Division
Parks Canada
Atlantic Regional Office
Historic Properties
Upper Water Street
Halifax, Nova Scotia

Time Frame

The 1978 Cape Breton Highlands National Park Visitor Surveys consisted of two major surveys. The two major surveys were: (1) Park Visitor Exit Survey; and (2) Cheticamp Visitor Centre Survey.

Each of the major surveys were implemented as a personal interview. The Cheticamp Visitor Centre Survey was supplemented with a Visitor Trace - groups were observed or traced as they visited the various areas of the Visitor Centre.

Objectives

The general objective of both surveys was to provide updated information on the visitor/user of the Park. More specifically, the Park Visitor Exit Survey was designed to provide data on visitor demographics, use of park facilities and patterns of use in the Park; whereas the Cheticamp Visitor Centre Survey was designed to provide an in depth survey of visitors to the Cheticamp Visitor

Centre in terms of the use of specific areas, the patterns of use and the satisfaction with the Visitor Centre as an orientation tool.

Limitations

There are basically two limitations that the readers of this report should be aware of. The first limitation is specifically linked with the Park Visitor Exit Survey. The Park Visitor Exit Survey did not capture a sample of all the visitors/users of the Park. In order to understand this limitation the reader must become familiar with physical layout of the Park. Any visitor to Cape Breton Highlands National Park can enter or exit the Park at nine different locations. The park gates represent only two of these exit/entry points. The net effect is that those park visitors who live north of these two gates are not captured in this survey. No measurements to-date have been taken to estimate the magnitude (number of visits generated by this segment) nor the net effect on the pattern of use, as identified in this report, that the omission of this segment would have.

The second limitation is with respect to the time frame of the survey. The surveys were carried out during the Park's peak season. The readers are cautioned not to extend the results of this report, beyond the defined time reference, to the shoulder and off-seasons.

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SURVEY HIGHLIGHTS

- 96 percent of the survey respondents preferred to use English.

- The largest proportion of visitor parties, (31%) were from the United States. Nova Scotia and Ontario provided the only other major sources of visitors at 24 percent of the total, each.

- About one half of the Nova Scotian visitors came from Cape Breton Island, and about 75 percent of this group were from Cape Breton County. However, in terms of the size of the population, Victoria County generated four times the number of visitors than did Cape Breton County.

- 37 percent of the Nova Scotians were day visitors compared to 46 percent of those from other origin areas. An additional 4 percent of the Nova Scotians and 2 percent of the out-of-province parties were staying overnight for less than 18 hours. Combining these two figures means that about one half of the visitors were in the Park for less than 18 hours.

- The average length of stay in the Park was 4.5 hours for day visitors and 2.1 nights for overnight visitors.

- The average party size was 3.2 people per party.

- 69 percent of the parties travelled in groups of adults only, 21 percent with children 6 to 15 years of age and 10 percent with children under 6. The largest percentage of Nova Scotians (38%) were aged 16 to 24 whereas the largest proportion of out-of-province visitors (35%) fill into the 25 to 44 age category.

- 32 percent of the parties to Cape Breton Highlands National Park were repeat visitors. Comparing origin groups, repeat visitors comprised 93 percent of the Cape Breton Island groups, 54 percent of those from other parts of Nova Scotia, 25 percent from Ontario and 14 percent from the United States.

- 64 percent of the overnight parties camped in the Park, 13 percent stayed at keltic Ledge, 4 percent camped outside the Parks, 26 percent were in hotels/motels and 5 percent stayed in private homes/cottages. The majority of campers chose Ingonish and Cheticamp campgrounds because it was the first one they came upon. Broad Cove and Big Intervale were selected because of their facilities and Black Brook and Corney Brook were chosen because of their location near to the ocean.

- Only 4 percent of the Nova Scotian parties experienced difficulties using the new highway signs compared to 13 percent of out-of-province visitors. signs too close to the turn off and confusing symbols were the two most frequently cited difficulties.

- Only 12 percent of the parties correctly identified the symbol for changehouses and 17 percent knew the symbol for the amphitheatre. For the Symbols for Look-Offs, Information and the Fire Hose, incorrect responses ranged from 12 percent to 26 percent which still constitutes a significant portion of visitors not receiving adequate direction through the use of symbols.

- 19 percent of the Nova Scotia parties had noticed areas of the Park which required maintenance, the majority of whom mentioned dirty washrooms/showers in the campgrounds. In actual fact, 36 percent of the Nova Scotians who camped in the Park were dissatisfied with the maintenance of these washrooms and showers.

- Nova Scotians came to the Park expecting to swim (48%), drive the Cabot Trail (43%) and camp (32%). Out-of-province visitors came expecting to drive the Trail (65%), sightsee (38%), swim (25%) and camp (25%).

- The highest participation rates found for the Park were swimming (31%), visiting the Ingonish Information Centre (29%) and picnicking (28%). Specifically:

  (i) Nova Scotians were more likely to swim and golf; Americans were more likely to hike; out-of-province visitors were more likely to visit the Cheticamp Visitor Centre and to stop at the exhibits along the Cabot Trail.

  (ii) Repeat Visitors were more likely to swim and first-time visitors were more likely to visit the Information Centres. Otherwise this factor was not a major influence on participation rates.

  (iii) Parties with children, including those with children under six had higher participation rates in almost all Park activities but particularly for swimming, picnicking and hiking.

  (iv) Length of stay was the most important factor affecting participation rates. Overnight visitors staying less than 18 hours had negligible participation in almost all activities.

  Day visitors participated in picnicking (23%) and swimming (18%). The highest rates were found for those staying more than two nights where 61 percent went swimming and 52 percent hiked.

(v) Campers staying at Ingonish were more likely to play tennis (11%), bicycle (11%) and golf (8%). Those staying at the more primitive site were more likely to hike (65%), fish (32%) and attend evening programs (18%). Campers at Cheticamp also had higher participation rates in the more Park-oriented activities where 69 percent visited the Cheticamp Visitor Centre and 51 percent hiked.

- Middlehead was the most popular trail, used by 27 percent of the hikers followed by Salmon Pool (15%) and the Bog Exhibit Boardwalk (14%). The majority of hikers chose a trail because of its proximity to their accommodation.

- Ingonish Main was the most heavily used beach (59%), whereas only 6 percent went to North Bay. Proximity to accommodation was the most important factor for choosing a beach for 55 percent of the swimmers.

- 75 percent of those who used the Interpretive Services learned about the facility through road signs. Recommendations of Park Staff and Park Literature were important sources for 16 percent and 14 percent of the users, respectively. While 21 percent said they learned about the natural history of the Park and 18 percent learned about the geology, a significant 29 percent felt that they had not acquired new knowledge as a result of their use of the Interpretive Services. Moreover, about one half of the respondents felt that no expansion of the Program was required. Only the need for more look-offs (11%) and for more wildlife exhibits (7%) received significant mention.

- 59 percent of the parties interviewed had valid passes. It was estimated that as high as 25 percent of the parties eligible to purchase a pass had not done so.

- 87 percent of the visitors to the Cheticamp Visitor Centre were there for the first-time, 8 percent had been in a previous trip to the Park and 5 percent were returning on the same visit. This latter figure is significantly lower than a potential repeat visitor population calculated at 55 percent of the visitors (those staying on the Cheticamp side or unsure of their accommodation).

- 21 percent of the visitors to the Cheticamp Visitor Centre had entered the Park at Ingonish and therefore had already travelled the Cabot Trail before their visit to the Centre.

- The Information Desk (80%) and the Brochures (74%) were the two areas of the Centre most frequently visited. About 50 percent went into the Exhibit Area and 28 percent attended the Slide Program. Besides the visits to the information Desk and Brochures, the Trail Exhibit attracted visitors for the longest period of time (1.8 minutes). Visitors spent an average of 1.3 minutes each at the Relief Map and the Interpretive Exhibit located at the Information Desk but, otherwise, exhibits were viewed for less than 30 seconds.

- Total average length of stay at the Visitor Centre was 12.4 minutes.

- Parties with children were more likely to visit almost all areas of the Centre, however, their total length of stay was no longer than that found for other parties, an indication that they had spent less time at each area.

I INTRODUCTION

Cape Breton Highlands is a long-established National Park which experienced the general upward trends in use evident in most parks in the 1960's. However, this increasing demand for more facilities did not continue into the 1970's and, in fact, monthly statistics maintained at the Park showed a significant decline in the use of some areas of the Park. For example, the number of party nights spent at park campgrounds decreased from 48,000 in 1972 to 35,400 in 1978. Since the most recent survey of the Park was conducted in 1971, the year before the decline began, information on the present use of the Park upon which to base sound operational decisions no longer existed. Such questions as the proper direction and content of the Interpretive Program and criteria for facility site selection (or reduction) required sound visitor data to ensure that proposed programs would, in fact, meet the needs of the Park visitor.

In addition to the need for general information on the park visitor, more specific data were required on the recently opened Cheticamp Visitor Centre. In 1978, several Visitor Centres had been proposed throughout the Atlantic Region and concern had been expressed as to whether existing Centres were meeting their objective of orienting the visitor to the Park. In light of the major expenditure associated with the development of these Centres, it was important to ensure that they were, in fact, the best tool available.

Because of the general lack of up-to-date information on the Park, it was decided to conduct a Park Visitor Survey in the summer of 1978. This survey consisted of two components, a Park Exit Survey whereby a sample of all parties leaving the

Park by way of the two park gates for the final time of their visit was interviewed, and a trace and interview of visitors to the Cheticamp Visitor Centre. These two studies resulted in a large data base which required evaluation, summarization and interpretation before it could be a valuable tool to management. Although components of the survey have been used in the past five years to help resolve specific problems, an overall evaluation of the study and its results was not completed.

II SURVEY DESIGN

A complete discussion of the survey design used in this study is available in the report, "Research Proposal, Cape Breton Highlands National Park, 1978 Park Visitor Survey". It is, however, important to summarize the techniques used in this report so that subsequent discussions on the reliability of the data and the analysis of survey results may be placed within the appropriate context.

As noted earlier, the survey consisted of two major components; (a) a Park Visitor Survey which was designed to provide information on visitor demographics, use of park facilities and patterns of use in the Park, and (b) an in-depth survey of visitors to the Cheticamp Visitor Centre in terms of use of specific areas, patterns of use and satisfaction with the Centre as an orientation tool. Since a personal interview tends to permit more in-depth questioning, provides more complete data and ensures a high response rate (particularly in areas where high traffic volumes make the control and return of self-administered questionnaires difficult), it was decided that this technique would be the most successful in obtaining the information required. In the case of the Cheticamp Visitor Centre, the interview questionnaire was further supplemented by the use of a Visitor Trace whereby groups were observed as they visited the various components of the Centre.

The survey was conducted at the Park between July 1 and September 4 (Labour Day), 1978. In the case of the Park Exit Survey, no information was available on the average hourly or daily volumes of exiting traffic. Daily counts of traffic entering at Ingonish and Cheticamp did, however, indicate a slight increase in the number of visitors on weekends

(probably local day-users and weekend campers) which in turn suggested an increased volume of exiting traffic on weekends, particularly on Sundays and holiday Mondays. Since the proportions of exiting traffic were unknown, it was decided to maximize coverage of weekend days in the sample. The number of survey days assigned to each gate was based upon the proportions of entering traffic for weekend days and weekdays at each gate. Using this criterion, the 32 sample days within the sampling period identified for the exit survey were divided as follows: 11 weekend days and 8 weekdays at Ingonish; 8 weekend days and 5 weekdays at Cheticamp. Since this did not necessarily represent the proportions of exiting traffic, counts of all exiting traffic were maintained for all survey days so that final results could be weighted to reflect actual ratios.

Examination of the daily records maintained at the Cheticamp Visitor Centre showed only a slight increase in weekend visitors. Hence, of the 11 sample days identified for the Visitor Centre Survey, a sample of 4 weekend days and 7 weekdays was designated to provide a proportional split in the visitor population.

Days were drawn randomly for each of the stratum with one major constraint. Since travel time between the two gates is about two hours, it was not economically feasible to transport surveyors from one side of the Park to the other on a purely random basis. Hence, alternate weeks were identified for surveying at each gate and survey days were drawn randomly from within the appropriate weeks. Weeks identified for Ingonish consisted only of exit surveys whereas those for Cheticamp included both the exit survey and the Visitor Centre Survey.

Invariably, problems with weather, illness or smaller than expected sampling rates result in unavoidable changes in the survey schedules. Table 1 outlines the number of days in each stratum on which surveying actually occurred. As shown here, the number of weekend days on which surveying occurred both at Ingonish and Cheticamp was actually smaller than planned in the original design. This emphasizes the need to maintain accurate traffic counts throughout the survey to ensure that appropriate weights may be developed.

TABLE 1: SURVEY DAYS FOR THE PARK EXIT SURVEY AND CHETICAMP VISITOR CENTRE SURVEY

DAY OF WEEK	SURVEY LOCATION		
	INGONISH EXIT	CHETICAMP EXIT	CHETICAMP VISITOR CENTRE
Weekend	10	5	4
Weekday	8	5	7
Total	18	10	11

Following pre-tests conducted on location, it was found that the best technique for party selection was a floating sample whereby the surveyor selected the first vehicle to exit immediately after completion of an interview. The major difficulty with this technique lies in the tendency to under-sample during peak hours particularly when a rather

lengthly interview is involved. However, this bias may be off-set using an appropriate weighting system. In order to determine the extent of the bias introduced by the length of the interview, a Traffic Partition Surveywas conducted on eight days throughout the survey period. In this study, a floating sample of vehicles was stopped and questioned to determine whether or not they were eligible to be interviewed. The actual interview, however, was not conducted. This approach provided a more accurate estimate of exiting traffic in six categories: those eligible for interview, refusals, temporary exits, business, local residents and tour buses. Since tour buses were omitted from the sample, the final category permitted an estimate of the extent to which this omission affected survey results.

III SURVEY RESULTS

Table 2, below, outlines the actual number of interviews completed for each of the strata. As shown here, a total of 1,594 interviews were obtained for the Park Exit Survey and an additional 321 were completed at the Cheticamp Visitor Centre. These figures are fairly consistent with the 1,500 and 400 interviews, respectively, predicted in the Research Proposal.

TABLE 2: TOTAL NUMBER OF COMPLETED INTERVIEWS, 1978 PARK VISITOR SURVEYS

DAY OF WEEK	SURVEY LOCATION		
	INGONISH EXIT	CHETICAMP EXIT	CHETICAMP VISITOR CENTRE
Weekend	625	216	106
Weekday	320	333	215
Total	945	549	321

As started earlier, one main difficulty anticipated was the bias introduced through the use of a floating sample and the maximization of weekend days in the sample selection of days for each stratum. This bias was further complicated by the alteration of the survey schedule in the field which resulted in a smaller than planned sample of weekend days as outlined in

Table 1 of Section 2. Through the use of the Traffic Partition Survey, it was possible to determine the actual proportion of editing traffic eligible for interview. These results, which are given in Table 3, showed that only about one-third of the exiting traffic contained park visitors leaving the Park for the final time of their visit. Temporary exits and local residents generated equally large traffic volumes. These results are interesting in themselves in that they have implications on the actual composition of entering traffic and the techniques used to calculate annual visitation figures for Cape Breton Highlands National Park. Another important result given in Table 3 is the almost negligible proportion of tour bus traffic. This suggests that eliminating this group from the survey did not result in a serious data omission.

TABLE 3: TRAFFIC PARTITION FACTORS DEVELOPED FOR INGONISH AND CHETICAMP EXITS, 1978 CAPE BRETON HIGHLANDS NATIONAL PARK EXIT SURVEY (percentages)

TYPE OF TRAFFIC	INGONISH EXIT		CHETICAMP EXIT	
	Week-end	Week-day	Week-end	Week-day
Eligible For Interview	32	34	35	26
Refused	5	3	5	8
Temporary Exit	25	20	24	27
Business	4	8	6	11
Resident of Area	34	35	30	28
Tour Bus	1	*	*	0

* Less than .5 percent.

As stated above, Table 3 shows taht about one-third of the traffic exiting through the Park Gate was generated by residents living north of the park's southern boundary. Although it is known that these people do make use of the park facilities, it was decided to eliminate them from the sample for public relations reasons. Since this group must exit the park on several occasions and for a variety of reasons (but not to use park facilities), a survey of local residents at the designated sampling stations would not provide an accurate picture of their use of the Park. It would, however, create a nuisance factor for those people who must use the gates on number of occasions throughout the sampling period.

Using the results of the Traffic Patition Survey together with the counts of exiting traffic maintained for each survey day, it was possible to estimate the total number of eligible vehicles exiting the Park during the survey period. Table 4 offers a comparison of the actual number of interviews completed in each stratum to the total estimated number of eligible vehicles. As shown, while sampling rates were fairly consistent at the Cheticamp Gate, undersampling did occur at the Ingonish Gate on weekdays and in fact, only two percent of the eligible parties were interviewed.

TABLE 4: SAMPLING RATIOS FOR 1978 PARK VISITOR EXIT SURVEY BY STRATUM

DAY OF WEEK	INGONISH EXIT			CHETICAMP EXIT		
	ELIGIBLE FOR INTERVIEW*	ACTUALLY INTERVIEWED	PERCENT	ELIGIBLE FOR INTERVIEW*	ACTUALLY INTERVIEWED	PERCENT
Weekend	8,769	625	7	3,590	216	6
Weekday	19,237	320	2	6,458	333	5

* Estimated for July 1 to September 4, 1978.

Total visitor counts maintained at the Cheticamp Visitor Centre allowed for a similar comparison for this survey. As shown in Table 5, below, sampling ratios remained consistent at 5 percent for both strata.

TABLE 5: SAMPLING RATIOS FOR THE CHETICAMP VISITOR CENTRE SURVEY

DAY OF WEEK	PARTIES ELIGIBLE FOR INTERVIEW*	ACTUALLY INTERVIEWED	PERCENT
Weekend	2,002	106	5
Weekday	4,410	215	5

* Estimated for July 1 - September 3, 1978, based on counts maintained on survey days.

In order to offset the effects of biases introduced as a result of the varying sampling ratios, a weighting system was developed using time and day of the week as the two independent variables. Unfortunately, documentation of the actual procedures used to weight the data in 1978 has not been located and it must be assumed at this point that the weighting procedures were appropriate. Despite the low sampling rate at Ingonish on weekdays, the fairly large sample size together with the high response rates elicited by the interview technique suggest that the results presented in subsequent sections are a reliable representation of the visitor party at Cape Breton Highlands National Park, in general, and the Cheticamp Visitor Centre in particular.

IV ANALYSIS OF THE SURVEY RESULTS

4.1 Vistor Use Trends

As mentioned in the Introduction to this report, in 1978 Cape Breton Highlands had been experiencing a decline in use of various facilities in the Park. At this point it is useful to examine the trends in visitor use over the last ten years to place the survey results within an appropriate context and to determine if a decreasing use of facilities is still a major concern for the 1983 survey. Figure 1 illustrates the historic trends in total number of visitors to Cape Breton Highlands National Park for the years 1973 to 1978.

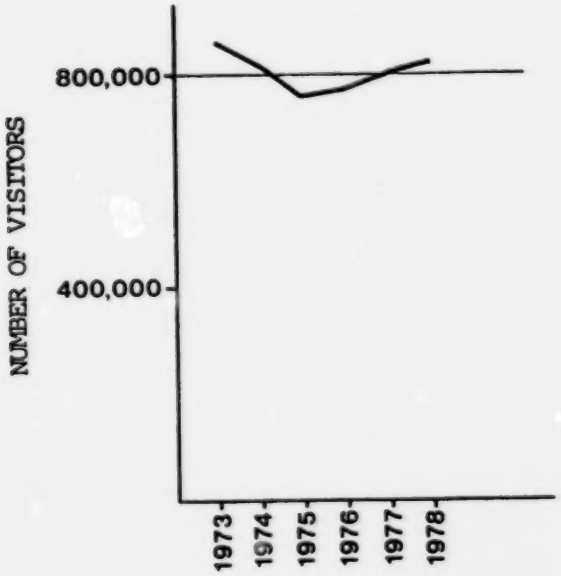


FIGURE 1: HISTORIC TRENDS IN THE NUMBER OF VISITORS MAY TO OCTOBER, 1973 TO 1978

However, if one assumes that the proportional error has remained constant throughout the ten-year period, then it is reasonable to assume that the trends in use are still accurate. Figure 1 shows that following a two-year decline in use, the Park has experienced a slow and steady upward trend since 1975.

The upward trends experienced by the Park in total visitation figures were not reflected in the use of the campgrounds. Figure 2, which illustrates the total number of party nights spent at Cape Breton Highlands National Park campgrounds, 1973 to 1978, shows that there was a steady downward trend in use between 1973 and 1978.

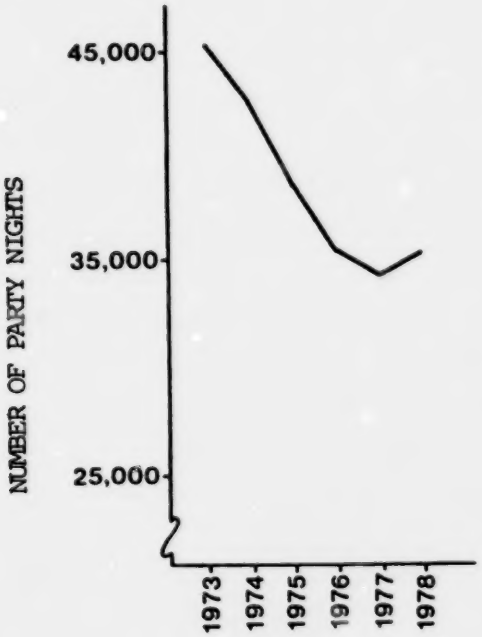


FIGURE 2: HISTORIC TRENDS IN TOTAL PARTY NIGHTS MAY TO OCTOBER, 1973 TO 1978

The decline in use of the campgrounds despite growing visitation figures suggests three possibilities:

1) There has been a significant increase in day use of the Park;
2) Those visitors remaining overnight in the Park have decreased their length of stay. This would result in a lower figure for total party nights; or
3) It is also possible that the use of privately owned campgrounds has decreased the use of National Park Campgrounds to some extent. However, it will later be shown that only four percent of the overnight parties used private campgrounds and thus, their impact on total party nights in the Park is probably very small.

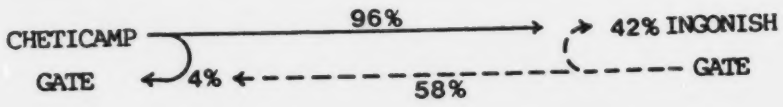
4.2 Preferred Language of Visitor Parties

In order to assist park staff in determining the level of bilingual services required to meet the needs of visitors, parties were questioned as to the language in which they preferred to be interviewed. In the 1978 exit survey, 96 percent of the respondents indicated that they preferred to use English. These results seem somewhat high given the fact that 5 percent of the parties were from New Brunswick and 9 percent from Quebec, the two provinces containing the largest portion of the French-speaking population.

4.3 Traffic Flow patterns Over The Cabot Trail

Whether or not a party has travelled the length of the Cabot Trail through the Park or has remained at one of the two main centres in Ingonish or Cheticamp has important implications on the activities the party will choose to participate in during their stay in the Park. For this reason, a question was included in the survey to determine the percentage of visitor parties entering at each gate and the proportion of whom travelled the length of the Cabot Trail. Since it is important to provide adequate information services to visitors upon entry into the Park, this question will also help to determine the proportional level of these required at the two entry points.

The 1978 Survey shows that of the parties which entered the Park at Ingonish Gate, 58 percent traversed the Park and exited via Cheticamp. The remaining 42 percent which entered via Ingonish also exited via Ingonish. Conversely, of the parties which entered the Park at Cheticamp, almost all (96 percent) drove the Cabot Trail to exit at Ingonish. The following schematic diagram illustrates the general flow of visitor parties by gate of entry.



—— VISITOR PARTIES ENTERING VIA CHETICAMP GATE
--- VISITOR PARTIES ENTERING VIA INGONISH GATE

4.4 Origin

Determining the origin of visitor parties to any park is necessary in order to establish the power of the park to attract people to the area. In particular, an examination of origin in relation to the population base of each area is an important factor in the development of visitor projections.

Origin is an important predictor variable in other aspects of park use as well. Past studies of National Parks have shown that a knowledge of visitor origins is helpful in understanding other behaviour patterns and attitudes of the visitors. It was hypothesized that similar results would be found in the Cape Breton Highlands study where local residents would differ in their use of park facilities, time and day of visit, length of stay, repeat visitation, attitudes towards the maintenance of the Park and difficulties experienced in using the symbolic directional signs. An understanding of these differing patterns means that subsequent changes in origin patterns will indicate changes in other areas of use and attitude. The validity of this hypothesis will be discussed in relevant sections of the report.

Figure 3 illustrates the proportion of visitor parties for each origin group. As shown here, parties from the United States comprised the largest proportion of visitors at 31 percent of the total. Nova Scotia and Ontario residents provided the only other major sources of visitors at 24 percent of the total, each.* Given the rising gasoline prices in 1978, it is somewhat surprising to see such a large percentage of American visitors. It may be, however, that since 1978 was also the first year in which the Canadian dollar declined significantly, making a trip to Canada from the New England States was an attractive alternative for many Americans.

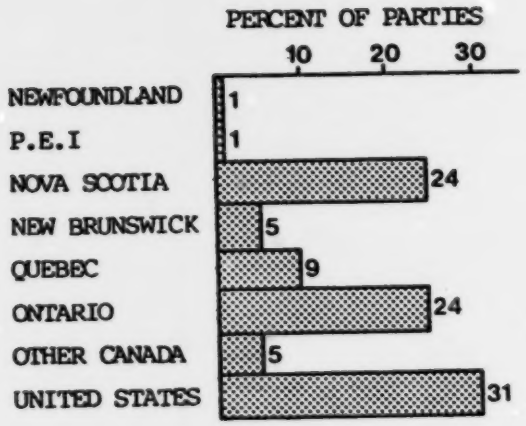
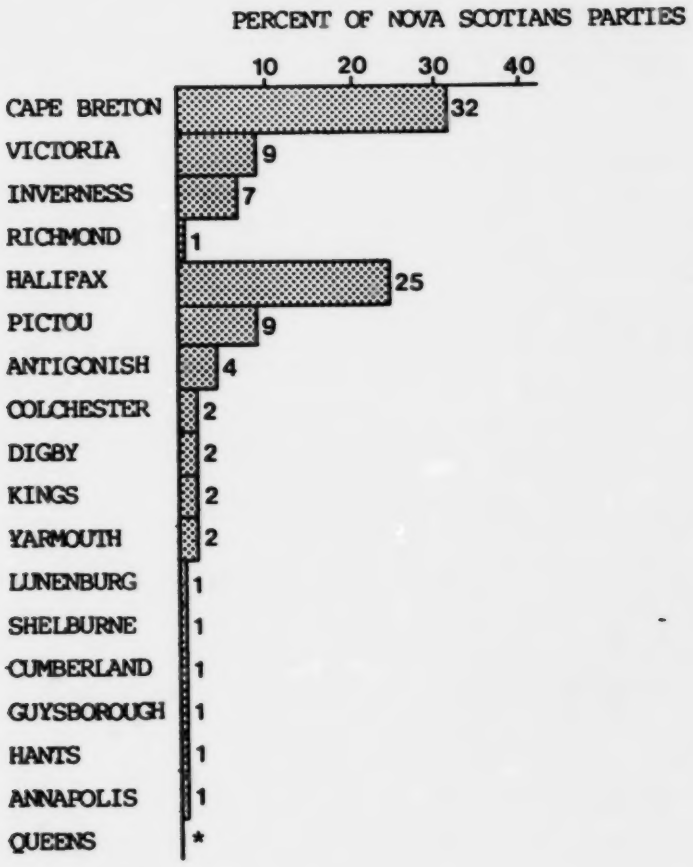


FIGURE 3: ORIGIN OF VISITOR PARTIES

* As stated in the Survey Design, local residents residing north of the Park's southern boundary were excluded from the sample. This has resulted in an underestimate of total park use by Nova Scotians.

Since it was hypothesized that local residents* would differ in their use of and attitudes towards the Park, it is important to examine the Nova Scotian visitor more closely in terms of origin from within the province. As shown in Figure 4, about one half of the Nova Scotia



* Less than .5 percent.

FIGURE 4: ORIGIN OF NOVA SCOTIAN VISITOR VISITOR PARTIES BY COUNTY

* Here, local residents are defined as all those residing in Inverness and Victoria Counties and living South of the southern Park boundaries.

visitor parties came from Cape Breton Island, the largest proportion being from Cape Breton County. Since this County contains 75 percent of the Island population and is within a day trip distance from the Park, this result was to be expected. The only other major source of Nova Scotian visitors was Halifax County, the major population centre of the province.

The above results illustrate the importance of the population base in generating potential visitors to the Park from a given area. In order to eliminate the effects of this variable and to provide a more accurate reflection of the Park's ability to attract visitors from a given area, a measure of the number of visitors per 100 population base was used. These results, which are given in Figure 5, must be examined in relative terms only because of the questions raised concerning the accuracy of the total visitation figures. They do, however, demonstrate the importance of distance in determining the number of visitors generated by each origin area. For example, although Cape Breton County residents comprised 65 percent of the total visitor parties from Cape Breton Island compared to 18 percent from Victoria County, in actual fact, Victoria County generated four times the number of visitors in terms of the population base.

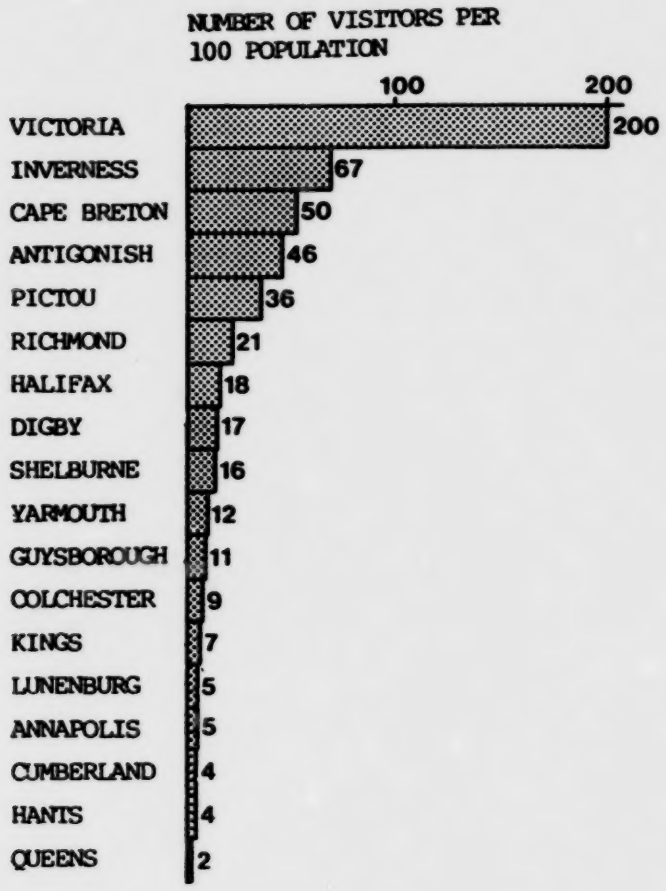


FIGURE 5: NUMBER OF NOVA SCOTIAN VISITORS PER 100 POPULATION BASE BY COUNTY

It is evident that distance will be an important independent variable in the development of visitor projections for the Park. It will, however, be necessary to obtain more accurate visitation figures before this can be accomplished.

4.5 Length of Stay at the Park

In past surveys of national parks, length of stay has been identified as one of the most important factors affecting participation rates in all activities both in terms of whether or not parties participated and the number of times the facility is used. This latter factor is very important if one is to accurately measure the relative levels of facility loading in the Park. In the Cape Breton Highlands National Park Survey, a question on length of stay was asked in such a manner as to identify three important categories of visitor parties: (a) day visitors; (b) overnight stops (those arriving after 6 p.m. and leaving early in the morning); and (c) overnight visitors. This second category was included to determine the proportion of visitors who, because of their short overnight stay in the Park, had minimal opportunity to participate in park activities. In the past, this has been identified as a problem in Cape Breton Highlands since it was believed that many people drove quickly over the Cabot Trail and did not stop to use any of the facilities available to them. If this proved to be a significant problem, then it would be necessary to develop strategies for encouraging this group to spend more time in the Park.

Table 6, provides the percentage of Nova Scotian and other visitor parties in each of the three categories identified above. As shown, 37 percent of the Nova Scotian parties were day visitors compared to 46 percent of those from other origin areas. The lower proportion of day-users in the Nova Scotian category may be attributed in part to the fact that, as mentioned earlier, Nova Scotians residing north of the Park's Southern boundary were excluded from the survey sample. It will be shown later that day-users from each origin area differed in that Nova Scotians were more likely to participate in such day-use activities as swimming and out-of-province visitors were more likely to drive the Cabot Trail.

TABLE 6: PERCENTAGE OF DAY AND OVERNIGHT VISITOR PARTIES (percentages)

TYPE OF VISITOR	ORIGIN		ALL PARTIES
	NOVA SCOTIA	OTHER	
Day	37	46	44
Overnight (less than 18 hours)	4	2	3
Overnight (more than 18 hours)	59	52	53

Another important result given in Table 6 is the fact that only three percent of the visitor parties made an overnight stop of less than 18 hours. If this is combined with the percentage of day visitors, however, this means that almost one half of the visitor parties to Cape Breton Highlands were in the Park for less than 18 hours, hardly ample time to participate in the wide range of Interpretive services and activities available to them.

In terms of actual length of stay in the Park, Table 7, provides the average length of stay factors calculated for day and overnight visitor parties from Nova Scotia and other origin areas. As shown here, day visitors from Nova Scotia had a tendency to stay in the Park for a slightly longer period 4.9 hours as compared to 4.4 hours for those from other origin areas. Conversely, overnight visitors from Nova Scotia stayed for a somewhat shorter time than did other origin groups at 1.9 versus 2.2 nights, respectively.

TABLE 7: AVERAGE LENGTH OF STAY OF VISITOR PARTIES

TYPE OF VISITOR	ORIGIN		ALL PARTIES
	NOVA SCOTIA	OTHER	
Day	4.9 hours	4.4 hours	4.5 hours
Overnight	1.9 nights	2.2 nights	2.1 nights

4.6 Party Size

Party size is an important factor used to calculate the load on various facilities and services within the Park. For example, visitor counts must be converted to party counts in order to determine parking and picnicking requirements. As shown in Table 8, below, the average party size at Cape Breton Highlands National Park was 3.2 people per party. This factor did vary for the two origin groups, however, as Nova Scotians tended to travel in larger parties than did those from other areas. This is a common result in national park surveys where it is believed that cost makes travel from more distant areas prohibitive to larger family groups.

TABLE 8: AVERAGE PARTY SIZE BY ORIGIN GROUP

ORIGIN	AVERAGE PARTY SIZE
Nova Scotia	3.7
Others	3.0
Total	3.2

4.7 Party Composition and Age Distribution of Visitors

Both the composition of the visitor party in terms of whether or not children are present in the group and the age distribution of the visitors are important considerations in the design of interpretive programs and visitor service facilities. It was hypothesized in this study that the presence of children would affect the party's ability to participate in certain activities, particularly for those with children under six years of age. This in turn would suggest the need for the introduction of children's programs which would provide information on the Park at their level and at the same time allow adults to participate in programs offering more detail.

Only the results obtained for party composition and age distribution will be presented here. The validity of the hypothesis concerning differing use patterns will be discussed in subsequent sections of the report.

Figure 6 illustrates the party composition breakdown of visitors to Cape Breton Highlands National Park in 1978. As shown here, the majority of parties (69 percent) travelled in groups of adults* only whereas parties with children aged 6 to 15 years only comprised an additional 21 percent of the total. Parties with children present parties with children present under 6 years of age accounted for 10 percent** of the visitor parties. The larger party size factor found for Nova Scotians suggests that these results would differ between the two origin groups and that the proportion of parties with children would be greater for Nova Scotian groups.

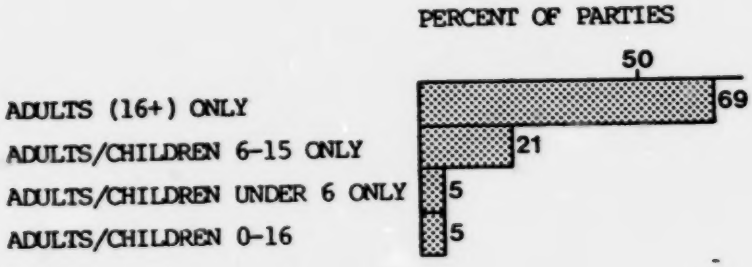


FIGURE 6: PARTY COMPOSITION OF VISITORS

Unfortunately, this information was not available from existing data runs, however, examination of the age distribution of visitors to Cape Breton Highlands National Park in 1978 indicates that this was not necessarily true.

* Adults are defined as all those 16 years of age and older.

** The final two categories given in Figure 6 include families with any children under 6 years of age.

Figure 7, which illustrates the age distribution of visitors from Nova Scotia and other origin areas, shows that the percentage of children 6 to 15 years of age remained constant at 15 percent of the total for both groups and that the proportion of children under 6 was slightly greater for Nova Scotians at 6 percent of the total compared to 3 percent of other origin groups. The most striking difference in age distribution occurred in the proportion of young adults aged 16 to 24 present in the Nova scotian parties. In this case, 38 percent of the Nova Scotian visitors fell into the age category compared to only 12 pecent of those from other areas. Conversely there was a significantly larger percentage of adults 45 to 64 in the out-of-province group. These results, coupled with the larger party size factor, suggest that Nova Scotians and most likely the local residents included in the sample were more frequently travelling to the Park in groups of young adults and this group most likely comprised a significant proportion of day-users in the Nova Scotian groups.

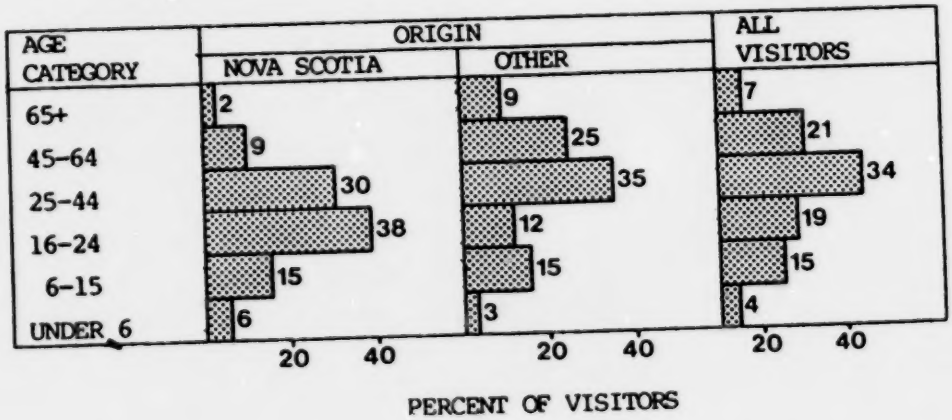


FIGURE 7: AGE DISTRIBUTION OF VISITORS BY ORIGIN

4.8 Repeat Use of the Park

One of the hypotheses of the 1978 survey was that repeat visitors to the Park would differ from first-time visitors in their use of park facilities and it was, therefore, important to identify them as a separate group for analysis purposes. One of the consequences predicted as a result of the deteriorating economic climate was that people would opt to visit more local Parks. If this was the case, and if the study hypothesis was found valid, then ensuring that the Parks meet the needs of the repeat visitor would be a primary concern. For Example, if repeat visitors were less likely to participate in interpretive exents, then expanding the program at this point in time would not necessarily be the best expenditure of funds. Figure 8 shows that 32 percent of all the parties to Cape Breton Highlands were repeat visitors.

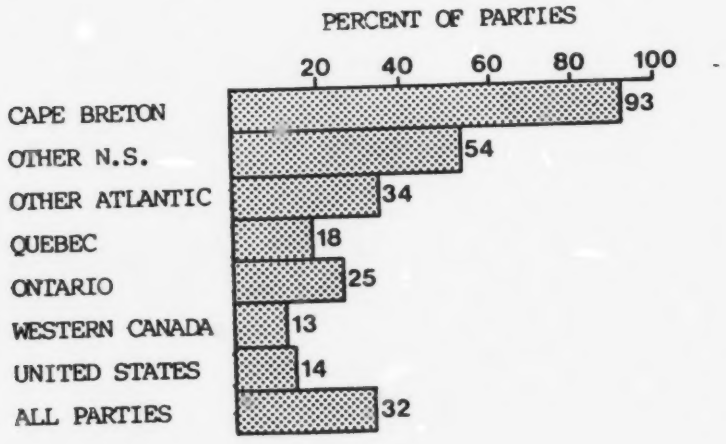


FIGURE 8: PERCENTAGE OF PARTIES WHO WERE REPEAT VISITORS BY ORIGIN

This percent increased significantly for residents of Cape Breton Island and other areas of Nova Scotia where 93 percent and 54 percent respectively, were repeat visitors to the Park. In addition to knowing the proportion of repeat visitors, it is also important to know when and how often their previous visits occurred. The party who visited the Park on several occasions throughout the year is expected to have different use patterns than the repeat visitor whose previous visit occurred several years ago. As shown in Table 9, below, 56 percent of the Nova Scotian parties had been to the Park the previous year compared to only 6 percent of other origin groups. Moreover, repeat Nova Scotian visitors averaged 3.6 visits to Cape Breton Highlands National Park in the previous year.

TABLE 9: AVERAGE NUMBER OF TIMES REPEAT VISITORS VISITED LAST YEAR

ORIGIN	PERCENT OF TOTAL PARTIES WHO VISITED LAST YEAR (Percent)	AVERAGE NUMBER OF TIME REPEAT PARTIES VISITED LAST YEAR (Times)
Nova Scotia	56	3.6
Others	6	.5
Total	17	2.2

4.9 Accommodations Used In/Near The Park

Location of the accommodation used while staying in such a large Park as Cape Breton Highlands was expected to affect the type of activities in which the parties participated. It is important to know where the major population centres of the Park are located and how this affects participation rates so that replacement and/or expansion of facilities will adequately reflect the size and interests of these groups. This information is equally important should it become evident that a reduction in facilities is required.

Table 10 provides a breakdown of the accommodations used by Nova Scotian and out-of-province parties. As shown here, 64 percent of those parties staying overnight in the area camped in National Park campgrounds, 39 percent at the three major campgrounds on the Ingonish side, 9 percent at the more primitive sites along the Cabot Trail and 15 percent at Cheticamp. In general, out-of-province visitors were more likely to camp in the Park than were Nova Scotians and in particular, they were more likely to stay at Cheticamp and the primitive campsites. Only 4 percent of the parties camped outside the Park. Motels located in the immediate area of the Park were used by about one quarter of the overnight parties, particularly those located in the Ingonish area where a larger supply is located. Looking at these results from another perspective, it might be seen that 71 percent of the parties stayed in some form of accommodation on the Ingonish side, 15 percent stayed at points along the Cabot Trail and 20 percent were at Cheticamp.

TABLE 10: ACCOMMODATION USED IN/NEAR CAPE BRETON HIGHLANDS NATIONAL PARK (percentages)

ACCOMMODATION USED	NOVA SCOTIA	OTHER	ALL PARTIES
Camped in Park:	53	68	64
Unspecified	1	1	1
Ingonish	10	10	10
Broad Cove	21	20	20
Black Brook	7	10	9
Big Intervale	*	2	1
McIntosh Brook	1	3	3
Corney Brook	3	5	5
Cheticamp	11	16	15
Keltic Lodge	16	13	13
Camped Outside Park:	6	3	4
Unspecified	*	1	1
Smokey	4	2	3
Old Indian Trail	1	0	*
Cheticamp Island	*	*	*
Far Away	0	*	*
Motel Outside Park:	19	29	26
Unspecified	*	1	1
Ingonsih Side	14	15	15
Cheticamp Side	2	6	5
Pleasant Bay	2	6	5
Neil's Harbour	1	1	1
Private Home/Cottage	11	3	5

* Less than .5 percent.

** Percentages will add to more than 100 percent since 14 percent of the overnight parties stayed in more than one accommodation during their stay in Cape Breton Highlands National Park area.

An additional 7 percent stayed in private home/cottages or in other unspecified locations. It should be noted that the percentages given in the preceding sentence will total to more than 100 percent since 14 percent of the parties stayed in more than one accommodation during their stay in the Park area.

As discussed in Section 4.1., the number of party nights spent in Cape Breton Highlands had been declining since 1973 and this downward trend continued to 1978. Since closure of certain campgrounds was a possibility, it was important to know why parties chose a particular campground. This information coupled with annual use figures maintained at the Park would assist management in determining which campgrounds may be affected and in selecting alternate sites for those who liked to camp there.

Table 11 provides an outline of the reasons given by camping parties in choosing their campground. As shown here, Ingonish and Cheticamp which are both located immediately beyond the entrance gates, were chosen specifically for that reason by the majority of campers. In the case of Ingonish where two other major campgrounds (Black Brook and Broad Cove) are available within a short driving distance, it would be possible to direct campers to these other sites. This is not necessarily the case with Cheticamp, however, which has only the one major campground. Looking at other campgrounds, both Broad Cove and Big Intervale were chosen because of the type of facilities they offered whereas Black Brook and Corney

TABLE 11: REASONS GIVEN FOR CHOOSING CAMPGROUNDS (percentages)

REASONS FOR CHOOSING CAMPGROUNDS	INGONISH	BROAD COVE	BLACK BROOK	BIG INTERVALE	MCINTOSH BROOK	CORNEY BROOK	CHETICAMP
Stayed before	13	22	13	2	0	1	11
Liked facilities	20	46	10	86	16	22	28
Close to activities	17	1	4	0	45	1	1
Near to ocean	14	7	28	0	0	56	3
First one came to	37	24	19	2	36	12	46
Recommended by others	6	6	11	0	0	0	6
Recommended by Park staff	3	5	*	0	0	0	1
Displays at Visitor Centre	0	0	0	0	0	0	3
Other full	1	17	8	2	3	3	2

* Less than .5 percent.

Brook were selected because of their location near to the ocean. Given the differing nature of these campgrounds in terms of size and level of services offered, these results provide little evidence as to how a reduction in campgrounds could be effected without disrupting at least some of the campers.

4.10 Difficulties in the Use of Park Signs

New highway signs were introduced in the Park in 1978 as part of an overall program to improve signage throughout the Atlantic Region. The development of the 1978 Park Exit Survey was considered an excellent opportunity to obtain some feedback on the adequacy of these signs from the visitors' viewpoint. While these results are somewhat outdated now, it is considered useful to present them here.

Table 12 shows that while only a small proportion of the Nova Scotian parties (4 percent) experienced some difficulties using the signs, a significantly larger percent of out-of-province visitors (13 percent) had problems. The higher ratio of repeat visitors among the Nova Scotian group probably accounts for these results. For the out-of-province visitors, signs too close to the turn-offs and confusing symbols were the two most frequently cited problems.

It is significant to note that only 2 percent of the Nova Scotian parties and 4 percent of those from out-of-province found the use of symbols confusing. However, when questioned as to the meaning of five of the most contentious symbols, in all cases, significantly larger proportions of the respondents were unable to correctly identify the symbols.

TABLE 12: PERCENT OF TOTAL VISITOR PARTIES WHO EXPERIENCED DIFFICULTIES USING HIGHWAY DIRECTIONAL SIGNS BY ORIGIN (percentages)

DIFFICULTIES ENCOUNTERED USING HIGHWAY DIRECTIONAL SIGNS	ORIGIN		TOTAL
	NOVA SCOTIA	OTHER	
No Difficulties	96	87	11
Signs too Close to Turn-Off	1	4	3
Didn't Understand Symbols	2	4	4
No Mileage Signs	0	*	*
Unilingual Signs	0	1	*
Lack of Trail Signs	0	1	1
Tennis Not Marked	*	1	1
Not Enough Signs for Cabot Trail	1	1	1
Metric Signs	*	*	*
Signs Confusing	*	1	1
Other	0	1	*

* Less than .5 percent.

In fact, as shown in Table 13, only 12 percent of the parties correctly identified the symbol for changehouses and 17 percent knew the symbol for the amphitheatre. While much larger percentages were found for the other three, incorrect answers ranged from 12 to 26 percent of the parties which still constitutes a significant portion of the parties not receiving adequate direction through the use of symbols.

TABLE 13: PERCENT OF PARTIES WHO CORRECTLY IDENTIFIED DIRECTORAL SYMBOLS (percentages)

SYMBOL	ORIGIN		TOTAL
	NOVA SCOTIA	OTHER	
Amphitheatre	20	16	17
Look-Off	73	74	74
Information	89	87	88
Change House	11	12	12
Fire Hose	87	84	84

4.11 Comments on the Maintenance of the Park

At a time of funding restraint within the national park system, it is often difficult for managers to determine where cutbacks may occur without allowing park facilities to deteriorate unduly. In some cases, feedback from the park visitor outlining areas which they felt required maintenance or repair can assist managers in determining where to direct limited funds.

Table 14 shows that a significant proportion of Nova Scotian visitor parties (19 percent) had noticed areas in the Park in need of maintenance, the majority of whom most frequently mentioned dirty washrooms/showers in the campgrounds as the major area of concern (12 percent of the total visitor parties). If one relates this figure to the percent of those who actually stayed in the Park campgrounds, then we find that 36 percent of those Nova Scotians who used the campgrounds were dissatisfied with the maintenance of the washrooms and showers. It is interesting to note that only 8 percent of those from out-of-province who stayed in the campgrounds felt that the washrooms required maintenance. Although this suggests that local residents tend to be more critical of their own Park, the 36 percent is considered to be a significant figure which warrants further investigation.

TABLE 14: PERCENT OF TOTAL VISITOR PARTIES WHO OFFERED COMMENTS ON MAINTENANCE OF AREAS IN PARK BY ORIGIN (percentages)

AREAS IN PARK IN NEED OF MAINTENANCE/REPAIR	ORIGIN		TOTAL
	NOVA SCOTIA	OTHER	
No Problems	81	90	88
Washrooms/Showers in Campgrounds	12	3	5
Roads/Guardrails	2	3	3
Campgrounds Dirty	*	0	*
Grass Needs Cutting	0	*	*
Bog Exhibit needs Maintenance	0	*	*
More Garbage Cans	1	1	1
No Hot Water	4	2	3
Budworms	*	*	*
Noisy Campers	*	*	*
Other	0	1	1

* Less than .5 percent.

4.12 Expectations of Activities While in Cape Breton Highlands National Park

Cape Breton Highlands National Park is located along the northern loop of the Cabot Trail, a major tourist attraction for the island of Cape Breton. For this reason many of the park visitors, particularly those from out-of-province, have included a drive along the Trail as part of their overall vacation but have not allowed sufficient time in their trip schedule to stop and enjoy the other activities available to them in the Park. It is important to know to what extent this is occurring so that appropriate strategies may be developed to ensure that visitors arrive at the Park with sufficient information to plan a more lengthy stay in the area. For this reason, a question on the parties expectations of activities in the Park was included in the Exit Survey. These results, when coupled with actual participation rates will also show if the Park is meeting the visitors expectations and what proportion of those who first intended to drive the Cabot Trail did opt to participate in other activities.

The results to this question will also assist in the evaluation of the approaches used to determine which parties were eligible to purchase a vehicle pass to the Park. Since the Cabot Trail is a through highway, those people intending to drive the Cabot Trail and not stop to use park facilities are not required to purchase a pass. In 1978, some questions were raised as to whether the approaches used at the entrance gates were adequate. It is expected that the results to the question on expectations together with those on participation rates will assist in the evaluation of the procedures used.

Table 15 offers a comparison of the expectations of Nova Scotian and out-of-province visitor parties. As shown here, about two-thirds of those from outside Nova Scotia expected just to drive the Cabot Trail compared to 43 percent of the Nova Scotians. In addition, 38 percent of the out-of-province group came to sightsee. In most other categories, the expectations of Nova Scotians were considerably higher, particularly in swimming (48 percent compared to 28 percent for other groups), camping (32 percent compared to 25 percent) and picnicking (22 percent to 10 percent). These results coupled with the high frequency of day use in the Park confirm the hypothesis that many out-of-province visitors come to Cape Breton Highlands as part of a tour of the Cabot Trail. They also suggest the need for more pre-visit information which would help the visitor prepare for a more lengthy stay in the Park.

TABLE 15: EXPECTATIONS OF NOVA SCOTIA AND OUT-OF-PROVINCE VISITOR PARTIES (percentages)

ACTIVITIES IN WHICH EXPECTED TO PARTICIPATE	ORIGIN		TOTAL
	NOVA SCOTIA	OTHER	
Drive Cabot Trail	43	65	60
Interpretive Services	3	3	3
Tennis	1	1	1
Hike	9	12	11
Swim	48	25	31
Fish	5	5	5
Picnic	22	10	13
Golf	11	4	6
Camp	32	25	26
Bicycle	1	2	1
Party	9	*	3
Sightsee	26	38	35
Photography	3	12	10

* Less than .5 percent.

It is possible that results presented above are a reflection of the high percentage of repeat visitors among the Nova Scotian group. Certainly, repeat visitors would be more aware of the activities available in the Park than would first-time visitors. Figure 9 offers a comparison of the expectations of first-time and repeat visitors to Cape Breton Highlands National Park and as anticipated, these results were very similar to those given for origin groups. In particular, two-thirds of the first-time visitors expected to drive the Cabot Trail and an additional 42 percent expected to sightsee. Repeat visitors arrived in the Park expecting to participate in more activities, namely, swimming, picnicking and camping. It is interesting to note that in all cases, only 3 percent of the parties expected to make use of the Interpretive Services available to them.

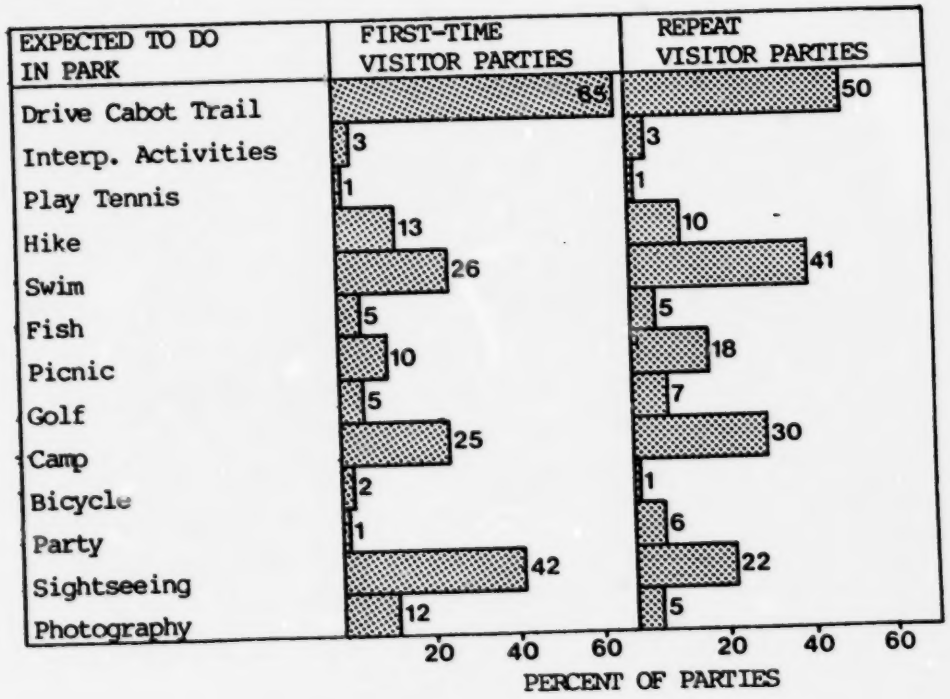


FIGURE 9: EXPECTATIONS OF FIRST-TIME AND REPEAT VISITOR PARTIES

4.13 Participation in Park Activities

As stated in previous Sections, a number of variables are considered important in determining the level and frequency of participation in the various activities available at the Park. At a time when use of some facilities had been declining, it was importantto understand both who was using the park facilities and the reasons given by non-users for not participating. In this way, it would be possible to develop strategies to encourage use of under-utilized facilities and to develop alternatives in areas which received excessive use. The participation rates for each activity are examined in this Section along with a number of variables, namely, origin, length of stay, party composition, repeat visitation and location of accommodation.

Table 16 provides a breakdown of the participation rates for all activities available in Cape Breton Highlands together with reasons given for not participating. As shown here, swimming was found to be the most popular activity in which 31 percent of the visitor parties participated. In terms of other activities, picnicking (28 percent), hiking (16 percent) and visiting the three exhibits located along the Cabot Trail were also fairly popular. In addition, the Ingonish Information Centre received a higher level of use than did the Cheticamp Visitor Centre (29 percent compared to 24 percent). In actual fact, only 9 percent of those who entered at Ingonish went to the Cheticamp Visitor Centre whereas 25 percent of those who entered at Cheticamp used the Ingonish Information Centre. The relative newness of the Visitor Centre and its location off the highway may be two reasons

TABLE 16: PARTICIPATION RATES AND REASONS FOR NOT PARTICIPATING IN ACTIVITIES AVAILABLE (percentages)

ACTIVITY	PARTICIPATION RATE	AVERAGE NUMBER TIMES PARTICIPATED	REASONS FOR NOT PARTICIPATING			
			LACK OF INTEREST	LACK OF TIME	POOR WEATHER	OTHER
Ingonish Info Centre	29	1.0	45	14	1	11
Swimming	31	1.8	36	17	12	4
Golfing	5	1.1	66	19	4	6
Tennis	2	1.3	70	18	4	6
Fresh Water Fishing	5	1.3	66	19	4	6
Picnicking	28	1.9	48	16	5	3
Bicycling	2	2.2	69	18	4	7
Hiking Trails	16	1.7	56	17	4	7
Guided Walks	1	1.0	73	19	3	4
Self-Guiding Trails	4	1.2	69	19	3	5
Evening Programs	4	1.3	68	19	3	6
Cheticamp Visitor Centre	24	1.0	50	16	1	9
Ingonish Exhibit Trailer	2	1.0	62	19	2	15
Bog Exhibit	18	1.0	43	21	5	13
Geology Exhibit	17	1.0	44	21	5	13
Lone Sheiling	11	1.0	45	20	5	19
MacKenzie Mtn Fire Exhibit	17	1.0	43	21	5	14

for this result and it would be interesting to determine if these figures are still valid in 1983.

In terms of reasons for not participating in park activities, lack of interest was the major reason cited in all cases and it would be difficult to change the behaviour patterns of this group. However, in about 20 percent of the cases, visitors mentioned lack of time as their major constraint to participation. This again provides evidence that more pre-visit information is required so that visitors may plan their trip schedules to include a longer stay in Cape Breton Highlands National Park.

The participation rates provided in Table 16 are important in that they illustrate the relative popularity of the various facilities/activities available in the Park. However, if one is to understand the level of loading on the facilities, then party visits* is considered to be a better measure. Figure 10 offers a comparison of the relative use of park facilities in terms of the total number of party visits generated by the sampled visitors. As shown here, although swimming and the Ingonish Visitor Centre received almost the same percentage of use, the load on swimming facilities was almost twice as great in terms of the number of party visits. A similar result is noted for hiking trails and the exhibits along the Cabot Trail where the number of party visits generated on the hiking trails was considerably greater than at the exhibits despite equivalent participation rates. As stated above, these results again are important in that they provide an indication of relative loading on the facilities available

* A party visit is defined as one party using a facility/activity on one occasion.

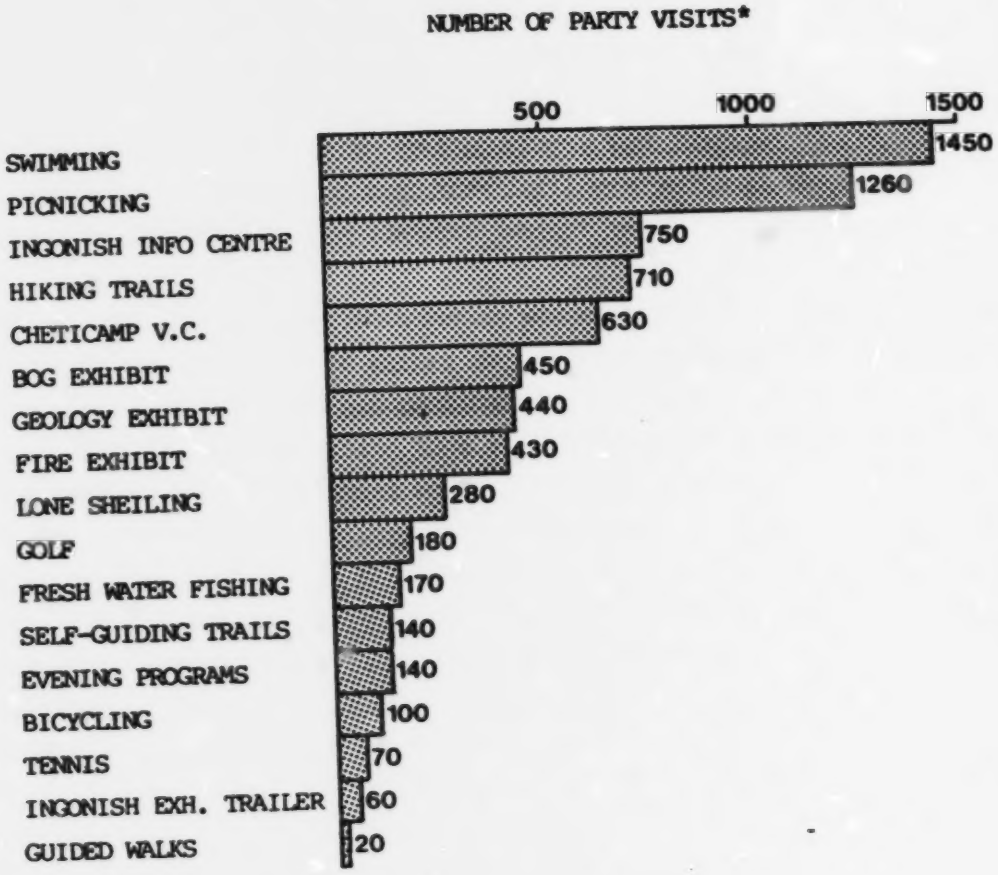


FIGURE 10: TOTAL PARTY VISITS GENERATED BY EACH ACTIVITY FACILITY AVAILABLE

* Based only on weighted sample. These figures offer a comparison of relative use of facilities but do not reflect total party visits in Cape Breton Highlands in 1978.

in the Park. Obviously other factors such as the number and size of the facilities and length of stay at the site are equally important if one is to understand the level of loading which is occurring at park facilities. While this information is difficult to obtain using a Park Exit Survey, it is anticipated that the facility-specific study planned for 1983 will provide more insight in these areas.

One of the hypotheses of this survey was that the participation rates would differ for various subgroups of the visitor population. In particular, it was anticipated that origin, previous visits to the Park, length of stay and the presence of children would all be important variables affecting participation. This hypothesis is confirmed by the results presented in Table 17 which offers a comparison of the participation rates calculated for all four variables. These results may be summarized as follows:

a) Origin

Nova Scotians were more likely to participate in swimming and golfing than were those from other origin areas. The high proportion of local day-users in this group is most likely the major reason behind this result. Americans were more likely to hike than were Canadians and out-of-province visitors, in general, were more likely to visit the Cheticamp Visitor Centre and were more likely to stop at the Bog, Geology and Fire Exhibits located along the Cabot Trail. Otherwise, origin was not found to be a major factor affecting participation in other activities.

TABLE 17: A COMPARISON OF PARTICIPATION RATES BY ORIGIN, TYPE OF VISIT, PARTY COMPOSITION AND LENGTH OF STAY

ACTIVITY	ORIGIN				TYPE OF VISIT		PARTY COMPOSITION			LENGTH OF STAY			
	N.S.	Other Atlantic	Other Canada	U.S.	First-Time	Repeat	Adults Only	Adults/ Children 6-15 only	Adults/ Children Under 6	Day	Overnight		
											18 Hours	1-2 Nights**	2 Nights
Ingonish Info Centre	26	25	30	32	32	24	28	31	30	18	9	37	47
Swimming	46	28	30	22	27	40	24	51	40	18	14	37	61
Golfing	10	5	5	4	5	7	6	4	3	1	2	9	11
Tennis	2	1	2	2	2	3	2	5	2	*	0	2	9
Fishing	3	3	6	7	5	5	4	9	4	*	0	4	23
Picnicking	29	29	27	29	27	31	22	43	44	23	6	30	48
Bicycling	2	2	1	3	2	1	1	3	4	*	0	2	8
Hiking	12	16	15	23	17	16	14	24	21	3	5	19	52
Guided Walks	*	2	*	1	1	0	*	1	*	*	0	1	2
Self-Guided Walks	2	5	4	7	5	4	4	6	5	1	2	5	14
Evening Program	3	4	3	6	4	4	3	6	11	0	2	4	18
Cheticamp Visitor Centre	13	17	25	31	28	15	21	30	28	12	5	30	47
Ingonish Exhibit Trailer	3	1	3	2	2	3	2	4	4	1	0	3	7
Bog Exhibit	8	13	22	21	18	16	16	22	21	12	11	20	28
Geology Exhibit	8	15	22	20	18	15	16	22	19	11	14	22	27
Lone Shieling	7	12	12	13	11	10	9	13	18	7	2	12	19
Fire Exhibit	8	15	20	20	19	13	16	22	15	12	12	20	23

* Less than .5 percent.
** One night is defined as total length of stay greater than 18 hours.

b) Type of Visit

Besides the fact that repeat visitors were more likely to swim (again, a reflection of the high percentage of local residents in this group) and, as expected, first-time visitors were more likely to visit the Ingonish Information Cente and the Cheticamp Visitor Centre, this factor was not found to be a major influence on participation rates. These results are contrary to the original hypothesis discussed in Section 4.8 and suggests that, if repeat visitation to the Park should increase, an increased load on beaches and a decline in use of information facilities would be the only resulting changes in visitor use patterns.

c) Party Composition

The data presented in Table 17 shows that the presence of children did in fact affect participation rates. However, the results were almost completely opposite to those originally hypothesized. In actual fact, parties with children present had a higher participation rate in almost all activities and particularly for swimming, picnicking and hiking. Since the frequency of participation for parties with children, including those with children under 6 years of age, was also greater for many of the Interpretive Services, this would suggest a need to ensure that the content of these programs contains information of interest to all age levels.

d) Length of Stay

Examination of the results for this variable confirms as hypothesized, that length of stay in the Park is the most important factor influencing participation rates. As shown in Table 17, day visitors had very low participation rates in all activities. Only picnicking (23 percent), swimming (18 percent) experienced more than nominal use. This low participation rate for swimming, despite the presence of many local, repeat day-users in this category, suggests that the out-of-province day-users had negligible participation in this activity. Even lower rates were found for those overnight visitors staying less than 18 hours in the Park. This suggests that for these two groups, a drive over the Cabot Trail was the primary purpose of their visit to Cape Breton Highlands. Since these visitors constitute 46 percent of the total visitor population, it is evident that the concern expressed in previous sections that a large proportion of visitors were not taking ample time to enjoy the facilities and activities in the Park is valid. If one wishes to increase the use of certain facilities in the Park, then strategies must be developed which will encourage this group to stay longer in the Park.

Contrary to the above results, participation rates for those who stayed in the Park for more than two nights were very high. In particular, 61 percent of this group went swimming, 52 percent hiked, 47 percent visited the Ingonish Information Centre, 47 percent went to the Cheticamp Visitor Centre. While visits to the Exhibit areas along the Cabot Trail did not

increase significantly for this group compared to other overnight visitors, significant increases were noted for use of self-guided walks and attendance at the evening programs.

The above results have shown the importance of length of stay as a factor affecting participation rates. Another hypothesis of this study was that the location of the parties' accommodation would also be an influence on the activities in which they would choose to participate. These results, which are summarized in Table 18 show that location of accommodation did, to some extent, influence participation rates. For example, those campers staying at Ingonish were slightly more likely to golf (8 percent), play tennis (11 percent) and bicycle (11 percent) than were those staying at other National Park campgrounds. Campers using the more primitive sites available along the Cabot Trail were more likely to fish (32 percent), hike (65 percent), and attend an evening program (18 percent). Larger than average participation rates were also found for this group for the exhibits located along the Trail and the Cheticamp Visitor Centre. Clearly, the activities chosen by this group of campers were more conducive to the type of accommodation they had selected. Results for campers at Cheticamp also showed a stronger orientation to more Park-oriented activities where 69 percent visited the Cheticamp Visitor Centre, 57 percent went hiking and 19 percent went freshwater fishing. Higher percentages also visited the exhibits along the Cabot Trail. This latter result is most likely a reflection of the fact that almost all parties entering the Park at Cheticamp travelled the Cabot Trail and therefore, had greater acces to these facilities.

TABLE 18: PARTICIPATION RATES OF VISITOR PARTIES USING VARIOUS ACCOMMODATIONS AVAILABLE IN/NEAR CAPE BRETON HIGHLANDS NATIONAL PARK (percentages)

ACTIVITY	LOCATION OF ACCOMMODATION							
	INGONISH	BROAD COVE	BLACK BROOK	PRIMITIVE SITES**	CHETICAMP	KELTIC LODGE	COMMERCIAL	PRIVATE HOME/ COTTAGE
Ingonish Info Centre	34	49	27	36	35	52	32	34
Swimming	53	50	50	59	35	55	24	43
Golfing	8	3	1	0	0	39	9	6
Tennis	11	3	1	0	7	3	2	3
Freshwater Fishing	4	11	7	32	19	1	2	16
Picnicking	48	45	49	48	56	7	19	13
Bicycling	11	4	0	5	7	0	*	0
Hiking Trails	31	26	30	65	57	19	9	21
Guided Walks	2	2	2	0	3	*	0	1
Self-Guided Walks	11	7	0	3	13	16	3	1
Evening Program	6	17	7	18	13	0	1	0
Cheticamp Visitor Ctr.	22	33	37	47	69	10	31	11
Ingonish Exhibit Trailer	5	10	1	0	1	1	4	0
Bog Exhibit	23	25	19	36	35	13	19	6
Geology Exhibit	24	29	14	27	36	9	23	6
Lone Sheiling	11	13	25	28	19	7	12	2
Fire Exhibit	30	24	17	20	25	15	21	9

* Less than .5 percent.
** Sample sizes were too small to produce reliable figures for individual campgrounds. Includes Big Intervale, MacIntosh Brook and Corney Brook.

Looking at the results for those who stayed in the Park at Keltic Lodge, generally lower participation rates were found for all activities except for swimming (55 percent), golfing (39 percent), and use of guided walks (16 percent). The lower proportion of visitors going to the exhibits is an indication that a high percentage of those who stayed at Keltic Lodge did not travel the Cabot Trail.

Those staying in commercial accommodation outside the Park generally showed lower participation rates than did the other groups except for visits to the exhibits and the Cheticamp Visitor Centre, an indication that many had travelled the Cabot trail. Since this group constitutes 17 percent of the total visitor population and since they are already in the Park vicinity, it would be possible to develop an information program that would encourage this group to take a more active part in park activities.

Examining participation rates of visitor parties is important if one wishes to understand both the relative popularity of the various activities in the Park and the interests of the various subgroups of the visitor population. However, an equally important aspect of this analysis is an investigation as to whether the Park has met the expectations of the visitor parties. For example, if a visitor party arrives in the Park expecting to drive the Cabot Trail, and that is all they do, then presumably the Park has met that party's expectations. If, on the other hand, a party arrives expecting to participate in a number of activities and does not, then the Park is not meeting the needs of this group and it is necessary to determine the reasons behind this. Another dimension of this

question involves those visitors who come to the Park not expecting to participate in a given activity and then actually do. Examining these results will help determine to what extent it is possible to encourage visitors to change their original plans.

Table 19 shows the rates of participation in interpretive activities both for those who did and did not expect to use these services. The table also provides the major reason given for not participating in each activity for those who had come to the Park expecting to use them, but did not.

TABLE 19: PARTICIPATION RATES IN INTERPRETIVE ACTIVITIES BY THOSE WHO DID AND DID NOT EXPECT TO USE THE INTERPRETIVE SERVICES (percentages)

INTERPRETIVE ACTIVITY	EXPECTED TO PARTICIPATE		DID NOT EXPECT TO PARTICIPATE
	PARTICIPATION RATE	MAJOR REASON FOR NOT PARTICIPATING	PARTICIPATION RATE
Naturalist Guided Walk	9	Not Interested 76	*
Self-Guided Trail	28	Not Interested 81	4
Evening Program	62	Not Interested 34	3
Cheticamp Visitor Centre	87	Not Interested 77	22
Ingonish Exhibit Trailer	28	Not Aware Of It 46	2
Bog Exhibit	67	Not Interested 42	16
Geology Exhibit	65	Not Interested 34	16
Lone Sheiling	38	Not Aware Of It 35	10
Fire Exhibit	66	Not Interested 32	15

* Less than .5 percent.

** Percent given represents the percent of those who expected to participate but did not. For example, percent of those who expected to participate in a guided walk, actually did so. Of the 91 percent who expected to but did not participate, 76 percent stated that lack of interest was the major reason for not participating.

As shown here, a large percent (87 percent) who expected to participate in Interpretive activities went to the Cheticamp Visitor Centre. In addition, about two-thirds attended evening programs and visited the exhibits located along the Cabot Trail. Participation in guided and self-guided walks and visits to the Ingonish Exhibit Trailer remained fairly low even among those who were interested in the Interpretive Program in general. It is important to note that, while lack of interest was the most frequently cited reason for not participating in most aspects of the Interpretive Program, lack of awareness of the facility was the major reason given for not visiting Lone Sheiling and the Ingonish Exhibit Trailer. Only the Cheticamp Visitor Centre and the exhibits on the Trail attracted as more than nominal proportion of those who had not expected to participate in the Interpretive Program.

Table 20 provides similar results for other activities available in Cape Breton Highlands. As shown, in all cases, participation rates were very high for those who

TABLE 20: PARTICIPATION RATES OF THOSE WHO DID NOT EXPECT TO PARTICIPATE IN PARK ACTIVITIES (percentages)

ACTIVITY	EXPECTED TO PARTICIPATE		DID NOT EXPECT TO PARTICIPATE
	PARTICIPATION RATE	MAJOR REASON FOR NOT PARTICIPATING	PARTICIPATION RATE
Hike	73	Poor Weather 33	9
Play Tennis	91	Poor Weather 100	1
Swim	78	Poor Weather 77	11
Fish	75	Poor Weather 48	2
Picnic	90	Poor Weather 80	20
Golf	78	Poor Weather 45	1

* Percent given represents the percent of those who expected to participate but did not.

came to the Park expecting to take part in these activities. Poor weather was the major constraint for non-participants, a factor over which we have no control. Except for picnicking where 20 percent of those who did not expect to participate, did in actual fact picnic, participation rates were very low for those who came to the Park without expectations of taking part in these activities. This is an important result in that it illustrates the difficulties to be encountered if one wishes to alter the behaviour patterns of the park visitors. If increasing the use of park facilities is a goal, then the information must be made available to the visitor when planning the trip and not after the arrival in the Park.

4.14 Characteristics of Participants in Hiking, Swimming and the Interpretive Services

The preceding Section has outlined the participation rates of visitors to Cape Breton Highlands National Park. However, in some cases, particularly where a number of facilities are available throughout the Park for participation in a given activity, it is also improtant to examine which areas were being used and the reasons for choosing a particular area. With these results, it will be possible to develop policies and strategies which will help divert visitors from over-utilized areas and increase use of those areas which are not operating to their potential. The 1978 Park Exit survey included these more in-depth questions for those respondents who indicated that they had hiked, gone swimming or used at least one of interpretive services. The results to these questions are presented in

this Section. It should be noted, however, that since these questions dealt with only a subgroup of the survey population, the sample sizes were too small to offer any more than a very general analysis.

4.14.1 Hiking

Table 21 details the relative use of the 29 trails available in Cape Breton Highlands. As shown in Table 21, the Middlehead Trail was by far the most popular being used by 27 percent of the hiking parties followed by Salmon Pool (15%), the Bog Exhibit Boardwalk (14%), Acadian Trail (12%), Lookout Trail (12%) and Le Buttereau (12%). It should be noted that some confusion exists here on the Bog Exhibit Boardwalk since, as stated in the previous Section, 18 percent of the total number of parties indicated that they had stopped at the Bog Exhibit. This would suggest that the Boardwalk actually received higher use than indicated by those responding to the questions on hiking.

Unfortunately, it is not possible to determine the extent to which this ambiguous questioning has affected the estimates of use of the Bog Exhibit Boardwalk.

TABLE 21: RELATIVE USE OF THE TRAILS

HIKING TRAIL	PERCENTAGE WHO USED TRAIL
EAST	
Middle Head	27
Broad Cove Warren Lake	5
Lookout Trail	12
Clyburn Valley	1
Franey Tower	8
Warren Lake	3
Broad Cove Mountain	*
Green cove	9
Lake of Islands	3
Jigging Cove Lake	*
Still Brook-Neil's Harbor	6
Paquette Lake to Lobster Lake	1
Living Waters	2
Jack Pine Coastal	2
Green Cove to Old Cabot Trail	4
WEST	
Bog Exhibit Boardwalk	14
Salmon Pool	15
Lake Trail	1
Acadian Trail	13
Corney Brook	11
Skyline	4
Fishing Cove Lake	1
Benjie's Lake	0
Fishing Cove	2
MacIntosh Brook	7
Beulach Ban Falls	6
Le Buttereau	12
La Prairie	2

* Less than .5 percent.

Looking at the reasons given for choosing a particular hiking trail, Figure 11 shows that proximity to accommodation was by far the most frequently cited reason. This would indicate that, given few changes in the paterns of accommodation usage in the Park, it would be difficult to divert visitors from the more heavily used trails.

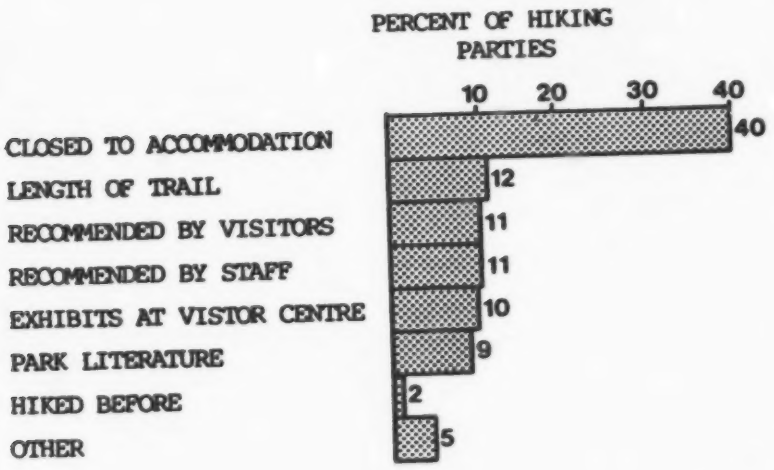


FIGURE 11: REASONS GIVEN FOR CHOOSING HIKING TRAILS

4.14.2 Swimming

Figure 12 outlines the relative use of each of the beaches in the Park. As shown here, Ingonish Main was most heavily used beach where 59 percent of the parties indicated that they used this facility. Much lower use was experienced by Broad Cove and Brook Beaches at 18 percent and 17 percent, respectively. It is important to note that North Bay, a large beach with ample parking facilities was visited by only 6 percent of the swimmers. The reason for this low rate of use become evident when one examines the reasons given by respondents for choosing that particular beach.

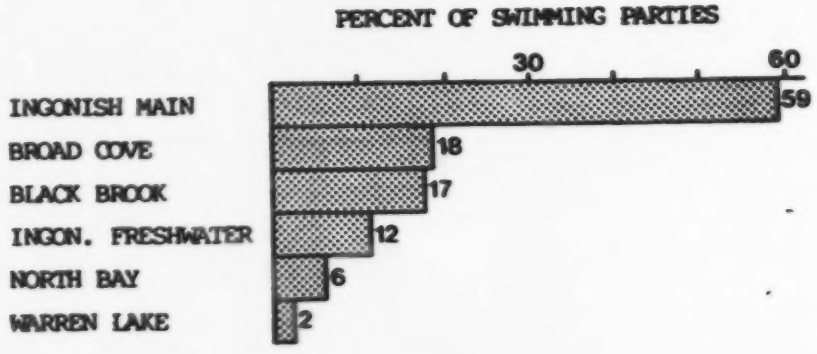


FIGURE 12: RELATIVE USE OF BEACHES AVAILABLE

As illustrated in Figure 13, proximity to accommodation was the most important factor forpercent of the swimmers 55 and it would be very difficult change the use patterns to of this large percentage of visitor population.

For the remaining 45 percent, however, the majority of whom had chosen the beach by chance or by recommendations of others, it would be possible to develop strategies to encourage them to use North Bay and thereby relieve the pressures on Ingonish Main.

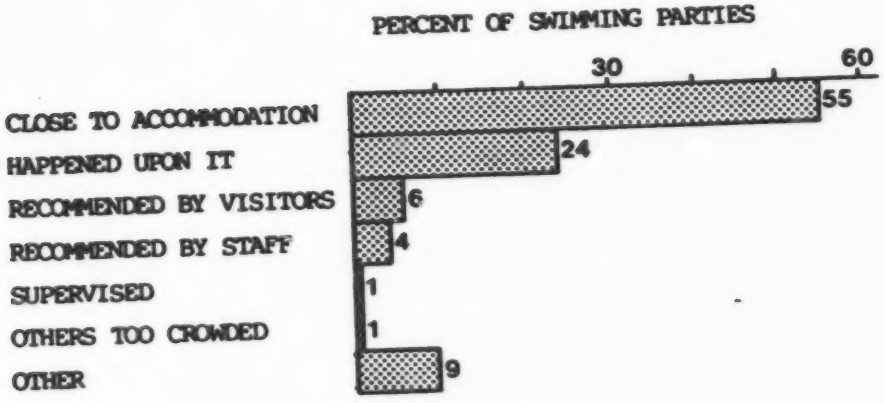
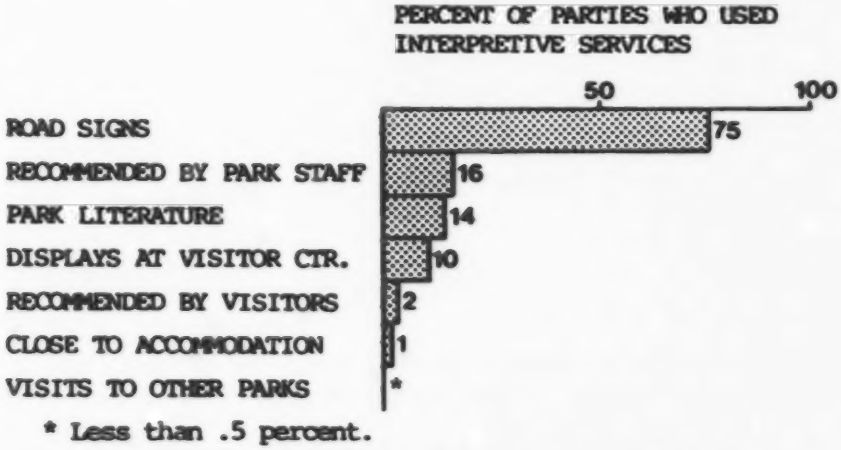


FIGURE 13: REASONS GIVEN FOR CHOOSING BEACHES

4.14.3 Interpretive Services

The results presented in Section 4.13 have shown that, except for the Cheticamp Visitor Centre and the exhibits located along the Cabot Trail, use of the Interpretive Services in the Park was very low. For this reason, although questions were included in the survey on the relative use of the evening programs and guided walks, the sample size was considered too small to provide reliable data. However, it was possible to obtain information on how parties first learned about the Interpretive Programs, what they had learned from it and how they felt the program should be expanded. It should be pointed out, however, that because of the low participation rates at some programs, the results in this general analysis are strongly biased towards those visitors who only stopped at the exhibits on the Trail.

Figure 14 shows that 75 percent of those who used the Interpretive facilities learned about them through road signs. Recommendation by Park staff and Park



* Less than .5 percent.

FIGURE 14: HOW VISITOR PARTIES FIRST LEARNED ABOUT THE INTERPRETIVE SERVICES IN THE PARK

literature were important sources for 16 percent and 14 percent of the visitors respectively. This heavy reliance on highway signage to obtain information on the Interpretive Program suggests a need to improve the means by which visitors may learn about these services. While, as pointed out in Section 4.13, it is difficult to increase participation rates for those who did not expect to use them, the results given in Figure 14 together with the low participation noted by those who had expected to take part in the Interpretive Program, indicate that improve information sources may, in fact, increase use at some of the facilities.

As far as what visitors learned from the use of Interpretive Services, Figure 15 shows that 21 percent learned about the natural history of the area and an additional 18 percent learned about the geology.

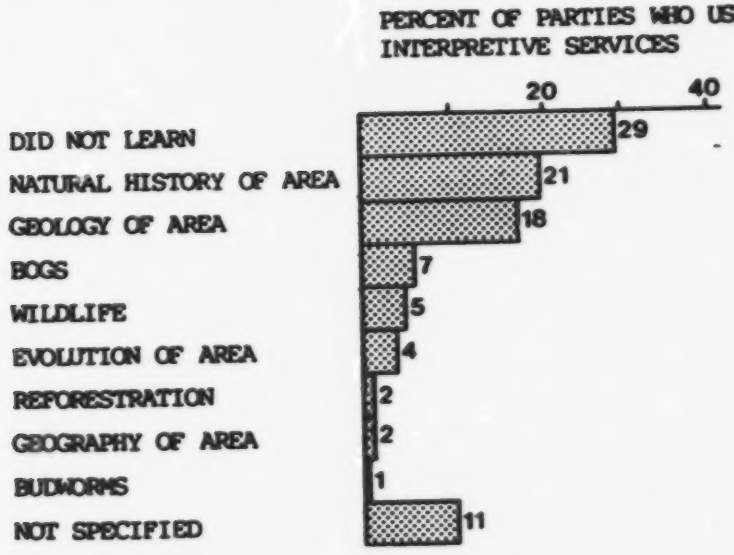


FIGURE 15: WHAT VISITOR PARTIES LEARNED THROUGH THEIR USE OF THE INTERPRETIVE SERVICES

However, a significant 29 percent felt that they had not acquired any new knowledge through participation in this program and this warrants further investigation. Unfortunately, this type of data is not available through the more general Park Exit Survey because of the small size involved. This suggests the need for a facility-specific survey which would allow a more indepth study of the users of the Interpretive Services.

Figure 16, which illustrates how visitors felt the program should be expanded, shows that almost one-half of the respondents felt that no expansion was required. Only the need for more Look-Offs (11 percent) and for more wildlife exhibits (7 percent) received significant mention.

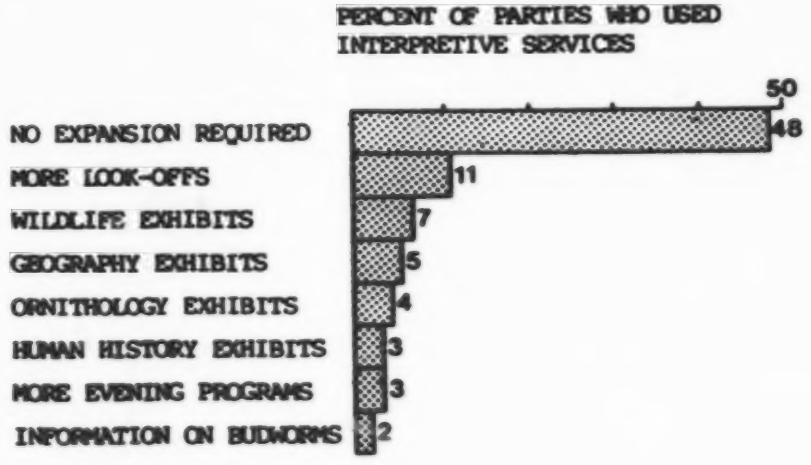


FIGURE 16: HOW VISITOR PARTIES FELT THE INTERPRETIVE SERVICES SHOULD BE EXPANDED

4.15 Cheticamp Visitor Centre

As stated in the Introduction of the report, in 1978, a number of Visitor Centres had been proposed for Parks throughout the Atlantic Region and the opening of the Cheticamp Visitor Centre offered an opportunity to examine how these Centres were used and to determine if they were giving visitors an adequate orientation to the Park. This Section presents the results of the Cheticamp Visitor Centre Trace and Interview which was conducted in 1978 to provide information in this area.

4.15.1 Characteristics of Visitors to the Cheticamp Visitor Centre

Figure 17, which illustrates the origin of the visitor parties at the Cheticamp Visitor Centre, shows that over one-half of the parties were from the United States, 17 percent from Nova Scotia and 14 percent from Ontario. These results are consistent with those given in Section 4.13 which showed that Americans and Canadians from outside Nova Scotia had a greater tendency to visit the centre. They also suggest that, since the out-of-province visitor groups contained a high

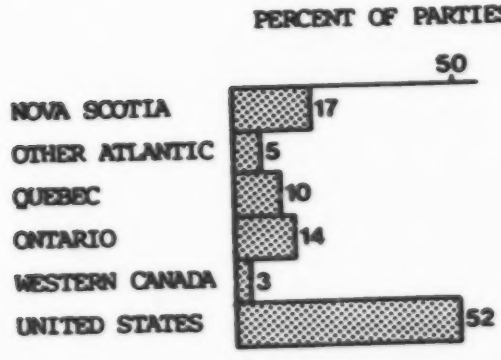


FIGURE 17: ORIGIN OF VISITOR PARTIES TO THE CHETICAMP VISITOR CENTRE

proportion of first-time visitors to the Park, the information provided at the Centre should be strongly oriented to this group.

Providing information to new arrivals in the Park is only one function of the Cheticamp Visitor Centre. It was also hoped that following an initial visit upon entering the Park, the party would be encouraged to return to the Centre later in their visit to examine the exhibits more carefully. Examining the extent to which this was occurring and combining these data with an investigation of the activities and information sought by the first-time and repeat visitor to the Centre would assist the interpretive planners in future programming.

In general, 87 percent of the Visitor Centre visitors were coming to the Visitor Centre for the first time. However, as shown in Figure 18 these results differ from Nova Scotian and other province origin groups, where 57 percent of the Nova

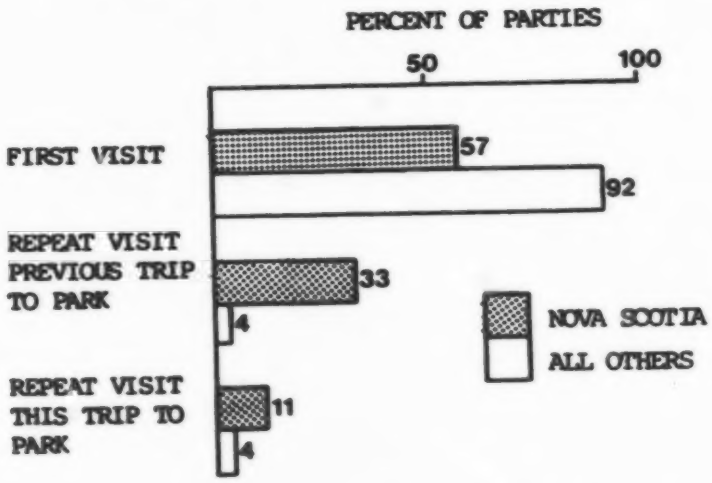


FIGURE 18: A COMPARISON OF FIRST-TIME AND REPEAT VISITORS TO THE CHETICAMP VISITORS TO THE CHETICAMP VISITOR CENTRE BY ORIGIN

Scotians were first-time visitors, 33 percent had visited on a previous trip to the Park and 11 percent were returning on the same visit. The results are compared to those for the out-of-province group where 92 percent were first-time visitors and 4 percent were returning in the same visit.

One of the major constraints affecting whether it is possible for the visitor to return to the Centre is the location of his accommodation in the Park. Basically, only those staying in campgrounds or motels on the Cheticamp side of the Park could be considered potential repeat visitors to the Centre and this fact is confirmed in Figure 19 which shows that 95 percent of the visitors returning to the Centre on same visit were staying on the Cheticamp

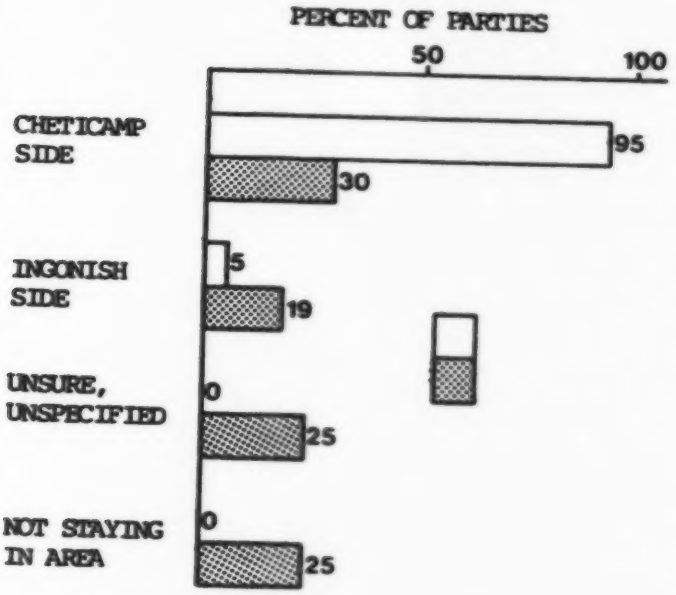


FIGURE 19: LOCATION OF ACCOMMODATION OF FIRST-TIME AND REPEAT VISITORS TO THE CHETICAMP VISITOR CENTRE

side. Looking at the results for parties who visiting the Centre for the first-time of this visit to the Park, it may be seen that 30 percent were planning to stay on the Cheticamp side. Combining this figure with the 25 percent who were unsure of or did not specify their accommodation, this means a potential repeat population of 55 percent. In acutal fact, only 5 percent of the parties were returning to the Centre on the same visit and this indicates a need to examine why the repeat visitors were returning and to develop programs to meet these interest.

Equally important considerations in the development of appropriate exhibits and displays in the Visitor Centre are the parties point of entry in the Park and the time at which the Centre is visited in relation to their total stay. The results of this survey showed that 21 percent of the parties at the Visitor's Centre had entered the Park at Ingonish and therefore had already travelled along the Cabot Trail before their visit. This is a significant percentage if one considers that this group did not require orieintation to the Park but rather information which would supplement that already gather through their visit.

Looking at the time of entry in the Park, Table 22 shows that 70 percent of the parties had arrived at the Park within the hour and this is the group which would require orientation. It is interesting to note that only 56 percent of the parties who had been to the Centre on a previous visit to the Park, were visiting within the hour of arrival. This suggests that this group returned to the Visitor Centre for reasons other than park orientation and this aspect of use of the Visitor Centre will be discussed in subsequent Section.

TABLE 22: TIME OF ARRIVAL IN THE PARK BY FIRST-TIME AND REPEAT VISITORS TO THE CHETICAMP VISITOR CENTRE (percentages)

TIME OF ARRIVAL	TYPE OF VISITOR			TOTAL
	FIRST-TIME	REPEAT-PREVIOUS VISIT	REPEAT-SAME VISIT	
Just Arrived (within 1 hr.)	75	56	0	70
Same Day	11	12	13	11
Day Before	5	22	50	9
Two Days Ago or More	9	10	38	10

4.15.2 Areas Visited in the Cheticamp Visitor Centre

Figure 20 is a schematic diagram of the layout of the Cheticamp Visitor Centre. As shown here, there are a number of areas to which the visitors may go during their stay. It is important to examine both the level of use in each area and the amount of time spent there if one is to understand how the Centre is being utilized.

Table 23 shows that the most frequently used areas of the Centre were the Information Desk (80 percent) and the Brochures (74 percent). From the figures provided, it appears that about one half of the visitors entered the exhibit area, the most popular areas being the camping displays (52 percent) and the trail displays (52 percent). The slide program was attended by 28 percent of the parties. While other factors such as size and complexity of the displays are considered important in determining the length of time spent at an exhibit, length of time is also regarded as an indication of relative interest. As illustrated in Table 23, besides visits to the Information Desk and brochures, the trail displays attracted visitors for the longest period, averaging 1.8 minutes. Visitors also spent an average of 1.3 minutes each at the Relief Map and the Interpretive Exhibit located at the Information Desk. For the most part, other exhibits were viewed for less than 30 seconds. The total average length of stay in

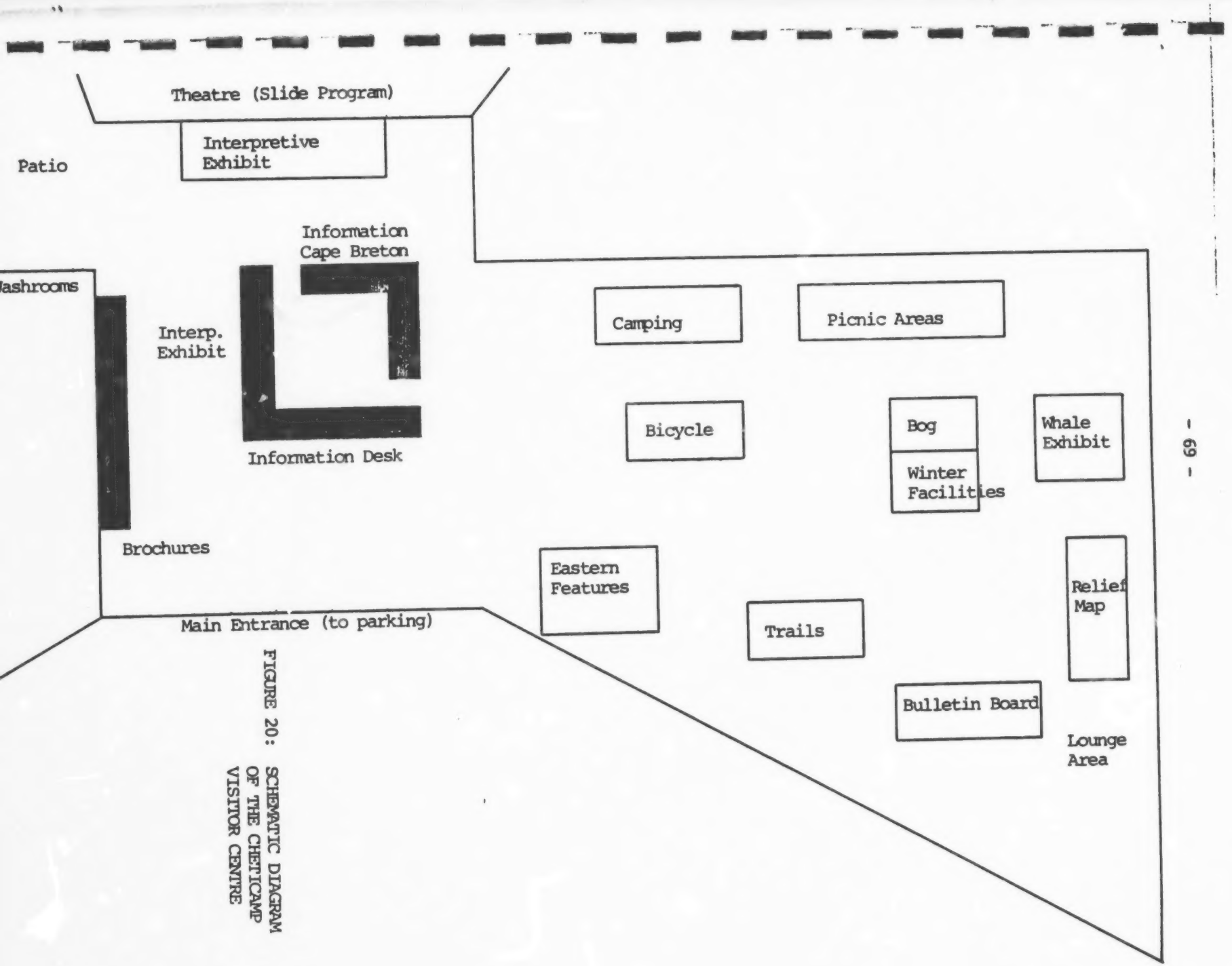


FIGURE 20: SCHEMATIC DIAGRAM OF THE CHETICAMP VISITOR CENTRE

TABLE 23: AREAS OF THE CHETICAMP VISITOR CENTRE VISITED AND AVERAGE LENGTH OF STAY

AREA OF CENTRE	PERCENT WHO VISITED	AVERAGE LENGTH OF STAY	MODAL LENGTH OF STAY
Information Desk	80	2.6 min.	1-2 min.
Information Cape Breton	27	1.6 min.	1-2 min.
Brochures	74	1.5 min.	1-2 min.
Washrooms	39	3.0 min.	2-3 min.
Patio	28	1.6 min.	1-2 min.
Slide Program	28	15.0 min.	15 min.
Interpretive Exhibit-Info Desk	27	1.3 min.	1-2 min.
Interpretive Exhibit	18	.6 min.	30 sec.
Welcome to CBH*	50	.3	30 sec.
Camping Displays	52	.7 min.	30 sec.
Picnic Displays	42	.5 min.	30 sec.
Trail Displays	52	1.8 min.	30 sec.-1 min.
Bicycle Displays	11	.3 min.	30 sec.
Winter Facilities	16	.3 min.	30 sec.
Bog Exhibit	44	.5 min.	30 sec.
Relief Map	45	1.3 min.	1-2 min.
Whale Exhibit	34	.6 min.	30 sec.-1 min.
Lounge Area	6	2.3 min.	1-2 min.
Bulletin Board	42	.9 min.	30 sec.-1 min.
Eastern Features	41	.4 min.	30 sec.
Total Length of Stay		12.4 min.	4-5 min.

* Cape Breton Highlands National Park

the Visitor Centre was 12.4 minutes which, considering the amount of time spent in non-exhibit areas such as the washrooms and patio, was not sufficient time to receive a proper orientation to the Park.

One hypothesis of this survey was that the pattern of visits to the Cheticamp Visitor Centre would differ first, for first-time and repeat visitors and secondly, for parties with children. Table 24 which outlines the areas visited by each of these two groups, shows that behaviour patterns did differ for these parties but not as anticipated. For example, repeat visitors were more likely to visit the Information Desk and view the Slide Program than were first-time visitors. They were, however, less likely to visit the Exhibit Area. Although as mentioned earlier, it was hoped that visitors would return to the Centre in order to view the exhibits in greater detail, the results suggest that they returned in order to obtain additional information or see the Slide Program. It appears that the Slide Program, and not the exhibits, had the power to draw the visitors back to the Centre.

Table 24 also shows that parties with children, particularly those with children under six had a greater tendency to visit almost all areas of the Visitor Centre. These results are similar to those given in Section 4.13 which showed that parties with children generally had greater participation rates in most park activities. It is interesting to note that, despite higher participation rates for parties with children, no significant difference was found for total length of stay at the Centre. This suggests that less time was spent at each exhibit/area.

TABLE 24: A COMPARISON OF THE AREA VISITED IN THE CHETICAMP VISITOR CENTRE BY THE TYPE OF VISIT AND PARTY COMPOSITION (percentages)

AREA OF CENTRE	TYPE OF VISIT		PARTY COMPOSITION		
	FIRST-TIME	REPEAT	ADULTS ONLY	PARTIES WITH CHILDREN 6-15 ONLY	PARTIES WITH CHILDREN UNDER 6
Information Desk	79	87	80	75	88
Information-Cape Breton	27	26	28	24	25
Brochures	77	77	72	87	79
Slide Program	27	42	26	38	24
Interpretive Exh. (Info Desk)	26	30	24	34	33
Interpretive Exhibit	18	18	18	23	8
Welcome to CBH*	53	35	49	52	63
Camping Displays	55	40	52	52	68
Picnic Displays	45	30	42	38	63
Trail Displays	55	39	50	57	65
Bicycle Displays	10	14	12	7	10
Winter Facilities	17	11	15	10	31
Bog Exhibit	47	33	44	40	64
Relief Map	50	22	43	51	59
Whale Exhibit	38	21	35	30	42
Lounge Area	6	5	6	2	9
Bulletin Board	46	25	40	48	52
Eastern Features	44	30	42	41	47
Patio	27	30	24	29	54
Washrooms	39	31	35	40	51

* Cape Breton Highlands National Park

One conclusion that might be drawn from these results is that the current exhibits do not capture the interest and attention of the children and for this reason, both adults and children spent less time in the individual areas of the centre.

Another important aspect of a visit to the Centre is the order in which the areas were visited. If one can determine a general flow pattern through the Centre, then it would be possible to develop displays which would follow a logical sequential flow of information. Table 25 outlines the order of visits found through the Visitor Centre Trace. As shown here, except for the fact that about one-half of the visitors first went to the Information Desk and then about one-third went to the brochures, no definite flow patterns could be discerned.

As noted earlier, 80 percent of the visitors went to the Information Desk and this result clearly indicates that information dissemination is a major function of the Centre. It is important to know the types of information sought by the visitor, whether or not they received it and the difficulties encountered, if one is to ensure that the Centre performs this function successfully. Table 26 shows that the majority of first-time visitors (35 percent) were seeking information on camping facilities. Information on trails and general park information were sought by 26 percent and 22 percent of this group, respectively. Previous results have shown that obtaining additional information was a major reason for visitors to return to the Centre and for this group, 23 percent were seeking information on trails and 18 percent general park data. It is also important to note that 13 percent of the returning parties were coming to the Centre specifically to see the slide show.

TABLE 25: VISITOR FLOW PATTERNS AT THE CHETICAMP VISITOR CENTRE (percentages)

AREA VISITED	ORDER OF VISIT																			
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20
Information Desk	51	9	3	3	2	1	2	2	3	2	2	1	1	1	1	0	0	0	0	0
Brochures	15	32	6	1	1	*	1	1	4	5	2	3	3	1	0	*	0	1	0	0
Information - Cape Breton	4	6	5	2	2	1	1	3	1	1	1	2	2	*	*	0	0	0	0	0
Slide Program	1	4	4	3	3	2	1	0	1	1	3	1	*	3	1	2	0	0	0	0
Interpretive Exh. (Info Desk)	1	2	9	4	3	*	0	0	1	1	1	2	2	1	1	*	0	0	0	0
Interpretive Exhibit	*	3	2	6	2	*	1	*	0	*	*	1	1	1	0	0	*	0	0	0
Welcome to CBH *	20	8	7	5	5	2	1	*	0	*	0	1	0	1	0	0	0	0	0	0
Camping Displays	0	12	13	6	8	4	3	1	1	1	1	1	2	0	*	0	0	0	0	0
Picnic Displays	0	*	10	10	4	5	3	3	2	3	1	2	0	*	0	0	0	0	0	0
Trail Displays	0	*	5	8	8	8	6	8	4	5	4	2	1	1	1	0	0	0	0	0
Bicycle Displays	0	0	0	1	3	2	1	2	*	1	1	*	0	0	0	0	0	0	0	0
Winter Facilities	0	0	0	0	1	1	2	3	4	1	1	1	*	1	0	0	0	0	0	0
Bog Exhibit	0	0	*	8	7	6	9	5	6	2	2	1	1	*	0	0	0	0	0	0
Relief Map	0	0	*	2	6	7	9	6	6	3	3	2	1	2	0	*	0	0	0	0
Whale Exhibit	0	0	0	*	3	5	7	5	6	5	1	1	2	*	*	0	0	0	0	0
Eastern Features	5	11	6	6	2	2	1	2	3	1	1	1	0	0	0	*	0	0	0	0
Lounge Area	0	0	0	0	*	*	*	*	1	1	1	1	1	0	0	0	0	0	0	0
Bulletin Board	0	0	0	2	4	8	5	7	3	5	4	2	1	*	1	0	*	0	0	0
Patio	*	3	3	8	2	3	1	2	1	*	3	1	1	1	1	0	0	0	0	0
Washrooms	4	5	10	3	4	1	1	1	2	1	2	2	3	*	*	1	1	0	0	0

* Less than .5 percent.
** Cape Breton Highlands National Park

TABLE 26: INFORMATION SOUGHT BY FIRST-TIME AND REPEAT VISITORS TO CHETICAMP VISITOR CENTRE (percentages)

INFORMATION SOUGHT AT VISITOR CENTRE	TYPE OF VISITOR		ALL PARTIES
	FIRST-TIME	REPEAT	
Camping	35	15	32
Trails	26	23	25
General Park Info	22	18	22
Points of Interest	12	5	11
Fishing	9	6	9
General Non-Park Info	7	11	8
Park Map	4	13	5
Guided Walks, Interpretive Prog.	4	2	3
Picnicking	3	0	2
See Exhibits	3	1	1
See Slide Show	0	13	3
Hotel	2	1	2
Geology of Cape Breton	2	0	1
Swimming	2	3	2
Brochures	2	1	1
Wildlife	2	4	2
Bird Watching	1	6	2
Children's Events	2	0	1
Canoe Routes	0	2	*

* Less than .5 percent.

Ninety-five percent of the visitors found the information they were looking for, 3 percent found no information available and 2 percent were not satisified with what they received. These results indicate that the Centre is operating a successful information program. This conclusion is supported by the fact that very few visitors offered suggestions for additional information where as shown in Figure 21, 4 percent wanted additional data on wildlife and 2 percent felt more was required on trails. Other suggestions for improvements were not related specifically to information and included post cards (3 percent), pop machines (2 percent) and air conditioning (2 percent).

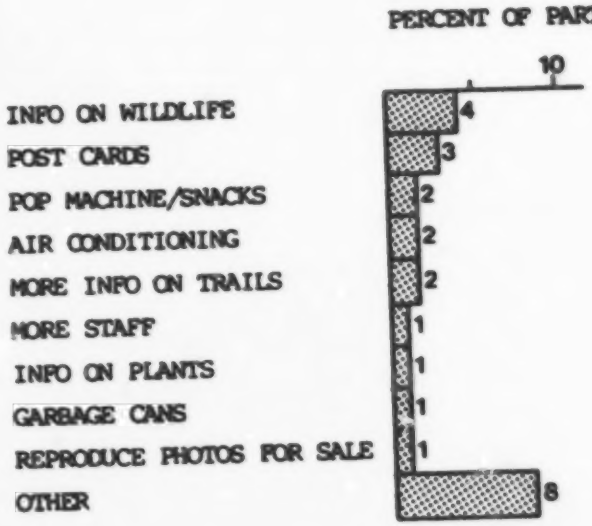


FIGURE 21: ADDITIONAL INFORMATION/EVENTS THAT SHOULD BE PROVIDED AT THE CHETICAMP VISITOR CENTRE

Another function of the Visitor Centre is to encourage visitors to see or do something in Cape Breton Highlands National Park which they might not have done otherwise. For this reason, visitors were questioned as to whether they had planned to do or see something in the Park as a result of their visit to the Centre. While no feedback was available to determine whether parties actually participated in these activities, it was considered important that a visit to the Centre had at least caused them to think about it.

Figure 22 shows that 23 percent of the visitors planned to hike as a result of a visit to the Centre. This result coupled with the high percentage of visitors who viewed the Trail Exhibits (52 percent) and the period of time spent there (1.8 minutes) indicates that this display was successful in that it captured the interest of the visitors and encouraged them to participate in the activity. The proportion of those

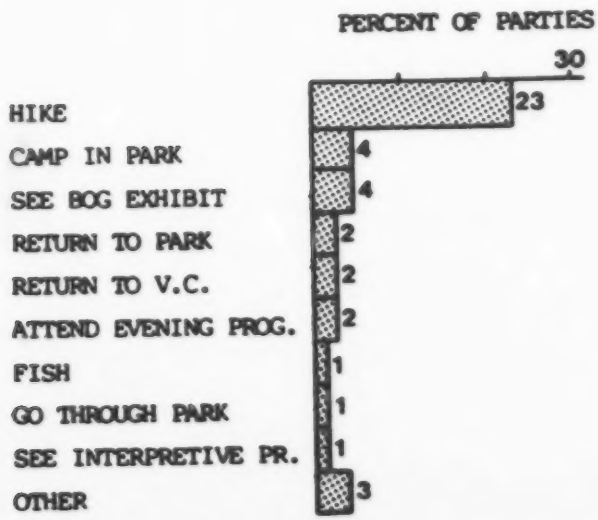


FIGURE 22: NEW ACTIVITIES PLANNED AS A RESULT OF A VISIT TO THE CHETICAMP VISITOR CENTRE

planning other activities was significantly lower in that 4 percent planned to camp in the Park and 4 percent planned to see the Bog Exhibit. Only 2 percent indicated that they planned to return to the Visitor Centre, a considerably lower factor than the 55 percent identified earlier as potential repeat visitors.

The above results have shown that capturing the interest of the visitors is an important first step if one wishes to encourage the visitor to learn more and do more in the Park. One way to determine which areas were most successful is to ask respondents which areas/features of the Centre they liked the best. As shown in Figure 23, 19 percent of the visitors selected the slide program as the area they liked the best. If one considers that only 28 percent actually went to this facility, then this means that 68 percent of those who had seen the slide show selected it as the best feature of Centre. This clearly illustrates the success of

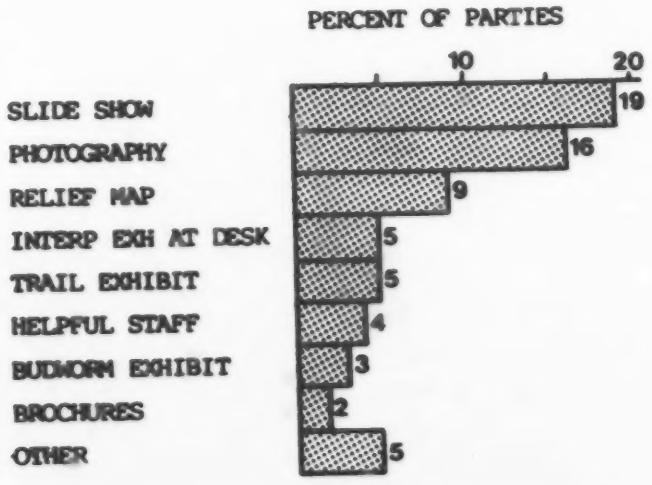


FIGURE 23: WHAT VISITORS LIKED BEST ABOUT THEIR VISIT TO THE CHETICAMP VISITOR CENTRE

this technique in capturing the interest of the visitor and also suggests the need to encourage more visitors to see the slide program. It does not appear, however, that viewing the slide program encouraged visitors to participate in new activities and therefore, one may question if this facility was as successful as the trail exhibits, which were mentioned as the best feature by only 5 percent there visitors.

For 16 percent of the visitors, the photography was considered the best feature of the Centre. This is a somewhat negative result in that the photography in itself does not provdie an orientation to the Park.

As far as what visitors like the least about the Centre, Figure 24 shows that for 8 percent of the respondents, heat in the exhibit area was the most frequently mentioned feature. The lack of narrative accompanying the exhibit was indicated by 4 percent.

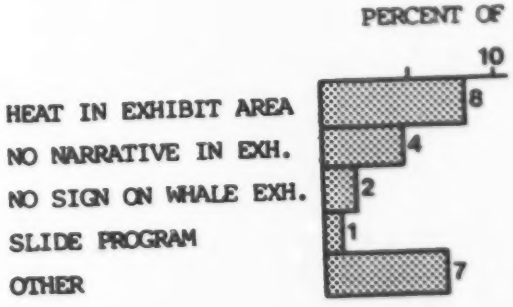
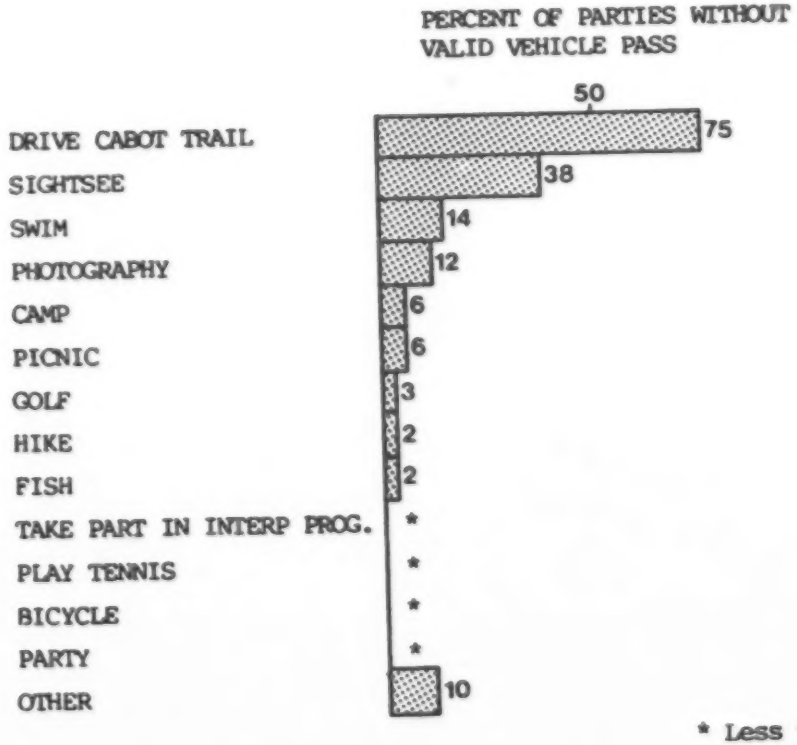


FIGURE 24: WHAT VISITORS LIKED LEAST ABOUT THEIR VISIT TO THE CHETICAMP VISITOR CENTRE

4.16 Expectations and Participation Rates of those without Valid Vehicle Passes

As stated earlier in the report, some concern had been expressed that the techniques used to determine what percentage of entering traffic was required to purchase vehicle passes. It was hoped that comparing the proportion of vehicles with passes to the expectations and participation rates of these visitors would assist in an evaluation of the approaches used. The result of the Park Exit Survey showed that 59 percent of the vehicles had a valid pass. Figure 25 outlines the expectations of those parties who did not purchase a pass and as shown here, 75 percent had intended to just drive the Cabot Trail and 38



* Less than .5 percent.

FIGURE 25: EXPECTATIONS OF PARTIES WITHOUT VALID VEHICLE PASSES

percent were sightseeing. However, 14 percent had planned to swim, 6 percent to camp or picnic and 3 percent to golf. From these figures, it appears that as high as 25 percent of the eligible parties may have been missed and since they arrived in the Park intending to participate in these activites, some investigation is required into why they had not purchased a pass.

While it is only reasonable to assume that passes may be issued based on the parties expectations, it is also interesting to examine the actual participation rates of those without passes. Figure 26 shows that participation

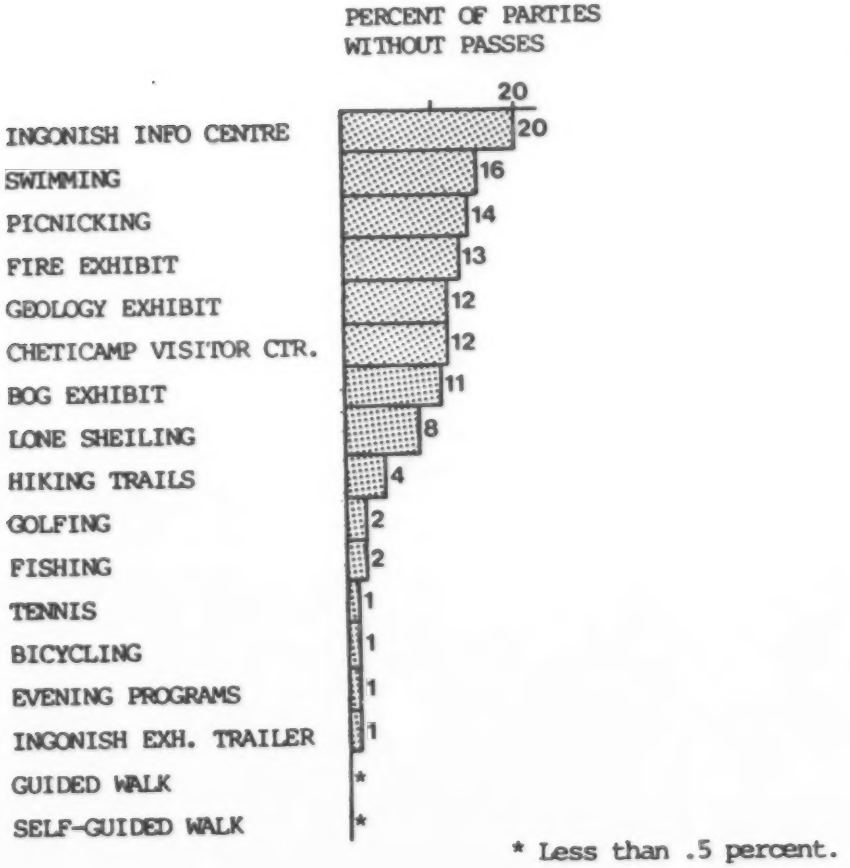


FIGURE 26: PARTICIPATION RATES OF PARTIES WITHOUT VALID VEHCILE PASSES

activities was higher than anticipated by the visitors where 20 percent went to the Ingonish Information Centre, 16 percent went swimming, 14 percent picnicked, 12 percent went to the Cheticamp Visitor Centre and about 12 percent visited the exhibits located along the Cabot Trail. These results illustrate the difficulties involved in controlling the sale of vehicle passes and, again indicate the need to develop new approaches to issuing passes.

APPENDIX A

QUESTIONNAIRES

EXIT SURVEY - CAPE BRETON HIGHLANDS NATIONAL PARK

DAY _____ MONTH _____ GATE _____ TIME _____

SURVEYOR'S NAME _____ VALID MOTOR VEHICLE PASS? 1. Yes 2. No

IN WHICH OFFICIAL LANGUAGE DO YOU PREFER TO BE INTERVIEWED? 1. English 2. French

WHERE DID YOU ENTER THE PARK? 1. Ingonish 2. Cheticamp

IN WHICH COMMUNITY DOES YOUR PARTY PRESENTLY LIVE? (note separate origins if required)

_____ AND _____
city/town province/state

INCLUDING YOURSELF, HOW MANY OF THOSE TRAVELLING IN THIS VEHICLE ARE:

65 and over? _____ 25 to 44? _____ 6 to 15? _____

45 to 64? _____ 16 to 24? _____ Under 6? _____

WHEN DID YOUR PARTY FIRST ARRIVE IN CAPE BRETON HIGHLANDS? Day _____ Month _____

ABOUT WHAT TIME? _____

(Ask only if overnight visitors) WHAT TYPE OF ACCOMMODATION DID YOUR PARTY USE DURING YOUR STAY IN OR NEAR CAPE BRETON HIGHLANDS NATIONAL PARK?

1. Campground in the Park. WHICH ONE? _____
2. Motel/rented cabin in the Park. WHICH ONE? _____
3. Campground outside the Park. WHICH ONE? _____
4. Motel/rented cabin outside the Park. WHICH ONE? _____
5. Private home or cottage (with friends or relatives)
6. Other _____ (specify)

(Ask only if stayed in a campground in the Park) WHY DID YOU CHOOSE THAT PARTICULAR CAMPGROUND?

1. Have stayed there before and like it
2. Liked facilities offered in the campground
3. Close to other activities
4. Near to ocean
5. First one we came upon when we decided to stop for the night
6. Recommended by others
7. Staff/literature at Visitor Centre
8. Other campgrounds were full
9. Other _____ (specify)

AND, WHAT OTHER FACILITIES DO YOU FEEL SHOULD BE PROVIDED AT THAT CAMPGROUND?

1. Showers
2. Electricity/water hook-ups
3. Flush toilets
4. More security; noise control
5. Trails nearby
6. Interpretive services
7. None - alright as it is
8. Other _____ (specify)

IS THIS YOUR PARTY'S FIRST VISIT TO CAPE BRETON HIGHLANDS? 1. Yes 2. No

if no, APPROXIMATELY HOW MANY TIMES HAS YOUR PARTY VISITED IN THE LAST TWO YEARS?

_____ Times

WE ARE INTERESTED IN LEARNING WHETHER OR NOT OUR SIGNS ARE HELPFUL TO THE VISITOR. WOULD YOU PLEASE TELL ME WHAT EACH OF THE FOLLOWING SYMBOLS ON THIS CARD (show card 1) MEANS TO YOU?

Symbol a _____ Symbol b _____

Symbol c _____ Symbol d _____

Symbol e _____

10 (Ask of repeat visitors only) HAVE YOU NOTICED OUR NEW HIGHWAY SIGN SYSTEM IN THE PARK?

1. Yes 2. No if yes, HOW WOULD YOU RATE THESE COMPARED TO THE OLD SYSTEM FOR:

1. providing direction (a) better (b) worse (c) about the same
2. readability (a) better (b) worse (c) about the same

11 BEFORE YOU ARRIVED IN CAPE BRETON HIGHLANDS, WHAT DID YOUR PARTY EXPECT YOU WOULD SEE OR DO IN THE PARK? (Check as many as necessary)

1. Just drive over the Cabot Trail
2. Take part in Interpretive activities
3. Go hiking
4. Play Tennis
5. Swim
6. Fish
7. Picnic
8. Golf
9. Camp
10. Bicycle
11. Other _____ (specify)

12 DID YOU OR ANY MEMBER OF YOUR GROUP PARTICIPATE IN ANY OF THE FOLLOWING ACTIVITIES DURING THIS VISIT TO CAPE BRETON HIGHLANDS? (Read all choices below)

if yes, HOW MANY TIMES DID YOU OR A MEMBER OR YOUR GROUP PARTICIPATE?

if no, FROM THE LIST ON THIS CARD (show card) WOULD YOU PLEASE CHOOSE THE REASON WHICH BEST DESCRIBES WHY YOU DID NOT PARTICIPATE IN _____?

	YES - NO. OF TIMES	NOT INTERESTED	POOR WEATHER	NOT ENOUGH TIME	LACK OF IN-FORMATION	NO EQUIPMENT	DIFFICULT WITH CHILDREN	OTHER - Please specify
Ingonish Information Centre								
Hiking Trails								
Swimming								
Golfing								
Tennis								
Fresh Water Fishing								
Picnicking								
Naturalist Guided Walk								
Self-Guided Nature Trail								
Evening Slide Program								
Cheticamp Visitor Centre								
Ingonish Exhibit Trailer								
Bicycling								
Bog Exhibit								
Geology Exhibit								
Lone Sheiling								
Fire Exhibits-MacKenzie Mtn.								

HIKING TRAILS

(Ask only if party used Hiking Trails)

WE ARE INTERESTED IN LEARNING A LITTLE MORE ABOUT YOUR USE OF HIKING TRAILS IN THE PARK. DID YOU USE ANY OF THE FOLLOWING TRAILS? (Read list below)

if yes, 1. HOW LONG WERE YOU ON THE TRAIL?
2. DID YOU HIKE THE WHOLE TRAIL OR PART OF IT?
3. HOW WOULD YOU RATE THIS TRAIL - very strenuous, strenuous or easy?

HIKING TRAILS	1. LENGTH OF TRIP (hours or days)	2. WHOLE OR PARK OF TRAIL	3. RATING OF TRAIL
East:			
Lookout Trail			
Clyburn Valley			
Franey Tower			
Warren Lake			
Broad Cove Mountain			
Green Cove			
Lake of Islands			
Jigging Cove Lake			
Still Brook - Neil's Harbour			
Paquette Lake			
West:			
Salmon Pool			
Lake Trail			
Acadian Trail			
Corney Brook			
Skyline			
Fishing Cove Lake			
Benjie's Lake			
Fishing Cove			
MacIntosh Brook			
Beulach Ban Falls			

2 DID ALL MEMBERS OF YOUR PARTY HIKE ON THESE TRAILS? 1. Yes 2. No

if no, HOW MANY AND IN WHAT AGE GROUPS WERE THOSE WHO HIKED?

65 and over? _____ 25 to 44? _____ 6 to 15? _____

45 to 64? _____ 16 to 24? _____ Under 6? _____

3 WHY DID YOU CHOOSE THESE PARTICULAR TRAILS?

1. Recommended by other park visitors
2. Recommended by park staff
3. Within walking distance of accommodation
4. Visitor Centre display
5. Park literature
6. Length of trail
7. Have hiked on this trail before
8. Other _____ (specify)

4 DO YOU HAVE ANY COMMENTS YOU WOULD LIKE TO MAKE ABOUT THE TRAIL SYSTEM IN CBH/NP?

_____

_____

_____

INTERPRETIVE SERVICES

B

WE ARE INTERESTED IN LEARNING MORE ABOUT YOUR USE OF THE INTERPRETIVE SERVICES AVAILABLE IN THE PARK.

1

(If went on a guided walk) WHICH GUIDED WALK(S) DID YOUR PARTY GO ON?

1. Jack Pine Coastal Trail
2. Living Waters Trail
3. Warren Lake Trail
4. Salmon Pool Trail
5. La Prairie Trail
6. Le Buttereau Trail

2

(If self-guided walk) WHICH SELF-GUIDED WALK(S) DID YOUR PARTY GO ON?

1. Middle Head 2. Green Cove 3. Bog Exhibit

3

(If outdoor theatre) WHICH OUTDOOR THEATRE(S) DID YOUR PARTY ATTEND?

1. Ingonish 2. Broad Cove 3. Cheticamp 4. Corney Brook 5. MacIntosh Brook

AND WHICH PROGRAM(S) DID YOU SEE? _____

_____

4

FROM YOUR USE OF THE INTERPRETIVE SERVICES, IS THERE ANYTHING THAT YOU LEARNED ABOUT THE PARK AND ITS ENVIRONMENT THAT YOU DIDN'T ALREADY KNOW? 1. Yes 2. No

if yes, WHAT WOULD THAT BE? _____

_____

5

OF THE SERVICES YOU USED, WHAT DID YOU LIKE THE BEST? _____

WHY? _____

WHAT DID YOU LIKE THE LEAST? _____

WHY? _____

6

WOULD YOU LIKE TO SEE THE INTERPRETIVE PROGRAM EXPANDED? 1. Yes 2. No

if yes, TO PROVIDE WHAT INFORMATION? _____

_____

AND WHAT WOULD BE YOUR FIRST CHOICE FOR HOW THIS INFORMATION SHOULD BE PROVIDED?

1. Guided walk
2. Self-guided trail
3. On-site exhibit
4. Slide programs
5. Exhibit centres
6. Campfire talks
7. Pamphlets, literature
8. Other _____ (specify)

SWIMMING

(Ask only if party went Swimming)

1 WE ARE INTERESTED IN LEARNING A LITTLE MORE ABOUT YOUR PARTY'S USE OF THE SWIMMING AREAS IN THE PARK? WHICH BEACHES DID YOUR PARTY USE WHILE ON THIS VISIT?

1. Ingonish Main
2. Ingonish - Fresh Water Lake
3. North Bay
4. Warren Lake
5. Black Brook

2 DID ALL MEMBERS OF YOUR PARTY USE THESE BEACHES? 1. Yes 2. No

if no, HOW MANY AND IN WHAT AGE GROUPS WERE THOSE WHO WENT TO THE BEACH?

65 and over? ____ 25 to 44? ____ 6 to 15? ____

45 to 64? ____ 16 to 24? ____ Under 6? ____

3 WHAT FEATURES ATTRACTED YOUR PARTY TO THIS (THESE) BEACH(ES)?

1. Close to accommodation
2. Happened upon it while driving
3. Recommended by park staff
4. Recommended by other visitors
5. Supervised
6. Other beaches too crowded
7. Other _____ (specify)

4 DO YOU HAVE ANY COMMENTS YOU WOULD LIKE TO MAKE ABOUT THE BEACHES OFFERED IN CBH/NP?

_____

_____

_____

GOLFING

(Ask only if party went Golfing)

1 YOU MENTIONED THAT YOU WENT GOLFING. DID ALL MEMBERS OF YOUR PARTY GO GOLFING?

1. Yes 2. No

if no, HOW MANY AND IN WHAT AGE GROUPS WERE THOSE WHO WENT GOLFING?

65 and over? _____ 25 to 44? _____ 6 to 15? _____

45 to 64? _____ 16 to 24? _____ Under 6? _____

2 DO YOU HAVE ANY SUGGESTIONS AS TO HOW THE GOLF COURSE COULD BE IMPROVED?

_____

_____

_____

CHETICAMP VISITOR CENTRE

DAY _____ MONTH _____ TIME _____

NAME OF SURVEYOR _____

---

1 IN WHICH COMMUNITY DO YOU PRESENTLY LIVE?

_____ _____

city/town province/state

---

2 IN WHICH OF THE FOLLOWING AGE GROUPS DO YOU FALL?

1. 65 and over 2. 45 to 64 3. 25 to 44 4. 16 to 24

HOW MANY AND IN WHICH AGE GROUPS ARE THOSE HERE WITH YOU TODAY?

65 and over _____ 25 to 44 _____ 6 to 15 _____

45 to 64 _____ 16 to 24 _____ Under 6 _____

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3 IS THIS YOUR FIRST VISIT TO THE CHETICAMP VISITOR CENTRE? 1. Yes 2. No

if no, WHEN WAS YOUR LAST VISIT?

1. On this visit to the Park
2. On a previous visit to the Park this year
3. Last Year

---

4 WHEN DID YOU FIRST ARRIVE IN THE PARK FOR THIS VISIT?

Day _____ Month _____

---

5 WHERE DID YOU FIRST ENTER THE PARK? 1. Ingonish 2. Cheticamp

---

6 WHERE ARE YOU OR WILL YOU BE STAYING IN OR NEAR THE PARK?

1. Not sure
2. Campground in the Park. WHICH ONE? _____
3. Campground outside the Park. WHICH ONE? _____
4. Motel/rented cabin
5. Private home/cottage
6. Other _____(specify)

7 WERE YOU LOOKING FOR ANY SPECIFIC INFORMATION WHEN YOU CAME TO THE VISITOR CENTRE TODAY?

1. Yes 2. No

if yes, WHAT WOULD THAT BE? _____

_____

_____

8 DID YOU RECEIVE THE INFORMATION YOU WERE LOOKING FOR?

1. Yes 2. No

if no, WHAT WERE THE PROBLEMS YOU ENCOUNTERED IN OBTAINING THIS INFORMATION?

_____

_____

9 OF THE THINGS YOU SAW OR DID IN THE VISITOR CENTRE TODAY, WHAT DID YOU LIKE THE BEST? _____

WHY? _____

WHAT DID YOU LIKE THE LEAST? _____

WHY? _____

10 HAS YOUR VISIT TO THE VISITOR CENTRE TODAY HELPED YOU DECIDE TO DO OR SEE SOMETHING WHICH YOU MIGHT NOT HAVE DONE OTHERWISE?

1. Yes 2. No

if yes, WHAT WOULD THAT BE? _____

_____

POOR

QUALITY

ORIGINAL